

September, 1922

25 Cents

Electrical Merchandising

McGraw-Hill Company, Inc.

STOP
HEATRE

WAVE
LIGHTING
EFFECTS

GA
IETY

FISK

LUCKY
STARS

Satara

Macy's

WOMEN'S
WEAR
REDACTED SIGNS
EMCEE

CHAMBERS
UNDERWEAR

WAVE
LIGHTING
EFFECTS

WAVE
LIGHTING
EFFECTS

WAVE
LIGHTING
EFFECTS

WAVE
LIGHTING
EFFECTS

A Survey of

Lighting and Merchandising Possibilities

—in This Issue



This full page advertisement in two colors in the Saturday Evening Post for September 16, is the fourth in a special series to make merchants better prospects for better lighting.

"BETTER LIGHTING— BETTER BUSINESS"

How you can sell
Better Store and
Window Lighting
to the merchants
of your city



Presented by
EDISON LAMP WORKS
OF GENERAL ELECTRIC COMPANY

This Portfolio contains a complete working plan for developing profitable store lighting business and is available to any Edison MAZDA Lamp Agent who will use it. If you want to go after this profitable business write us today.*

Better Lighting — Better Business

*The nation-wide store lighting campaign
is now on*

THIS MONTH Edison MAZDA Lamp Agents, contractors and central stations are conducting an intensive campaign in their communities to sell Better Store and Window Lighting to merchants.

The merchants are ready for solicitation. The fall

buying season is beginning and every merchant wants to increase sales. Better Window and Store Lighting will do it.

If you haven't studied your Store Lighting Portfolio and ordered the advertising and sales aids which we are furnishing our Agents, **do it today.**

*Send requests for Store Lighting Portfolios to
The Edison Lamp Works office serving you.

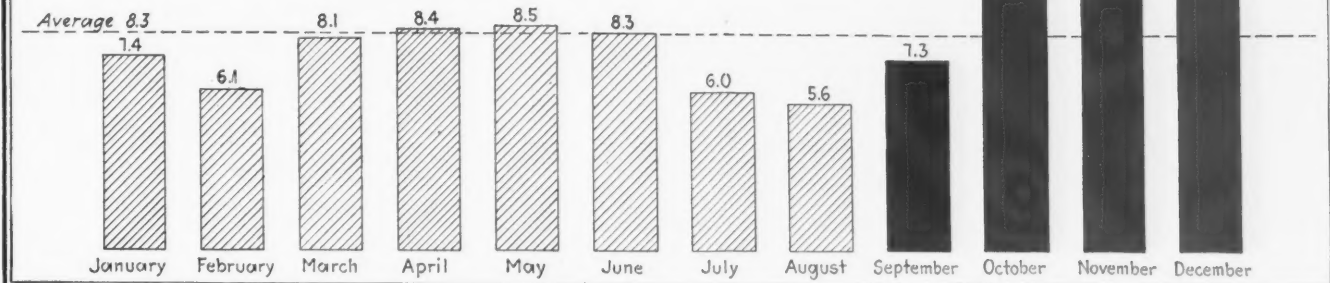


EDISON

MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

The Merchant's Harvest Time



Calendar pages look alike, but the months are more different than we think. Look at them on this chart! The Federal Reserve Bank made a study recently to see which months are best for retail selling. June, they find, is the only "average month." April and May are slightly better. But the merchant's harvest time

comes in the closing months of the year—the months ahead right now!

This is the Season of Opportunity. The Great Days of Hope and of Achievement for the retail store are the days that make the weeks and months of October, November and December. And September sees the start of it.

Focus your cerebellum on the four black columns in the diagram—What more inspiration do you need? All the big business of the year is right ahead of you. Put your heart and head in it and show some extra speed, and all the richest profits of the year can be gathered in within the next four months.

Electrical Merchandising

Vol. 28

The Monthly Magazine of the Electrical Trade

No. 3

SEPTEMBER

Table of Contents

Frontispiece—"The Market Behind the Door"	76
The Problems of Merchandising Policy	78
BY JOHN F. GILCHRIST.	
Lack of profit paralyzes the appliance business and ignorance of cost delays the setting up of proper spreads. Progress waits on the application of more fundamental knowledge.	
Electrical Labor Savers in School and Home	80
Home Economics teachers are alive to the changes electricity is making in housekeeping methods.	
A Commercial Survey of Residence Lighting Possibilities	81
BY M. LUCKIESH.	
The degree of saturation as determined by a detailed study of middle-class homes in cities.	
"You Are Close to the Money"	85
Electrical Merchandising's Summer Sales Contest.	
Applying "Mail-Order-House Methods" to Washer and Cleaner Campaigns	86
BY CLARA H. ZILLESSEN.	
How the Philadelphia Electric Company adapted the hard-hitting advertising practices of the mail-order people.	
Dead Windows Make No Sales	89
"Electrical Merchandising" Pictorial	91-102

Financing the Radio Department	103
Why Not an "Electrical Party"?	106
Some young person is always sighing for "something new" to offer her guests for an evening's entertainment. Tell her of novel lighting effects for dancing and of these new electrical games.	
Curtain Call for the Home Electric	108
Playlet dramatizing the electrical home entertains and instructs Oregon architects and home builders.	
Editorials	110
Ideas for the Man Who Sells	111
Marketing New Lines at a Profit	114
Hints for the Contractor	116
The Appliance Saleswoman	118
Store Equipment and Methods	120
Sales Helps for the Dealer	122
New Merchandise to Sell	124
Gossip of the Trade	130
What and Where to Buy	332
Alphabetical Index to Advertisers	337

McGRAW-HILL COMPANY, INC., Tenth Ave. at 36th St., NEW YORK

JAMES H. McGRAW, President
ARTHUR J. BALDWIN, Vice-President
J. MALCOLM MUIR, Vice-President
EDWARD D. CONKLIN, Vice-President
JAMES H. McGRAW, Jr., Secy. and Treas.

Cable Address: "Machinist, N. Y."

WASHINGTON, D. C., Colorado Bldg.
CHICAGO, Old Colony Bldg.
PHILADELPHIA, Real Estate Trust Bldg.
CLEVELAND, Leader-News Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, Rialto Bldg.
LONDON, E. C., 6 Boulevard St.

Publishers of
Electrical World Journal of Electricity and Western Industry
Industrial Engineer Engineering and Mining Journal
Engineering News-Record Power American Machinist
Coal Age Electric Railway Journal Chemical and
Metallurgical Engineering Ingenieria Internacional

ELECTRICAL MERCHANDISING

O. H. CALDWELL, Editor
Associate Editor, EARL E. WHITEHORNE
Contributing Editors, F. B. RAE, JR., ROBERT SIBLEY
Editorial Staff
LIDDA KAY H. S. KNOWLTON G. C. TENNEY
F. R. CLAUS M. CLEMENTS
Circulation of this issue, 13,154

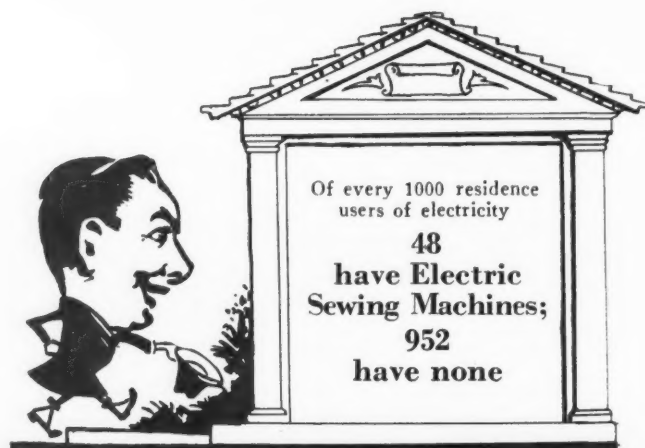
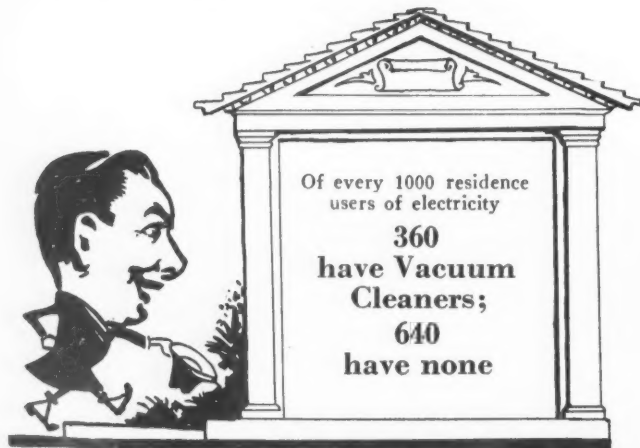
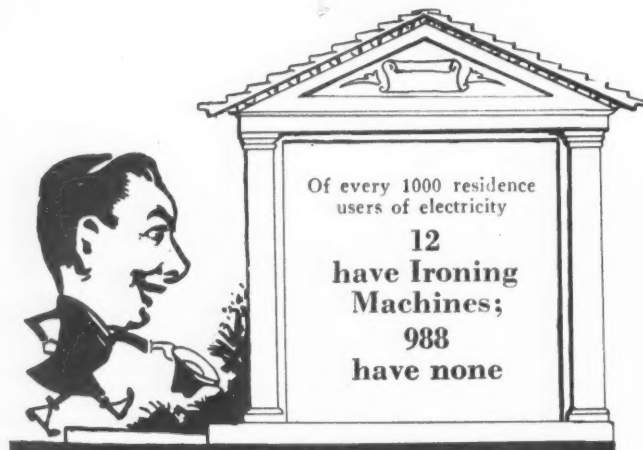
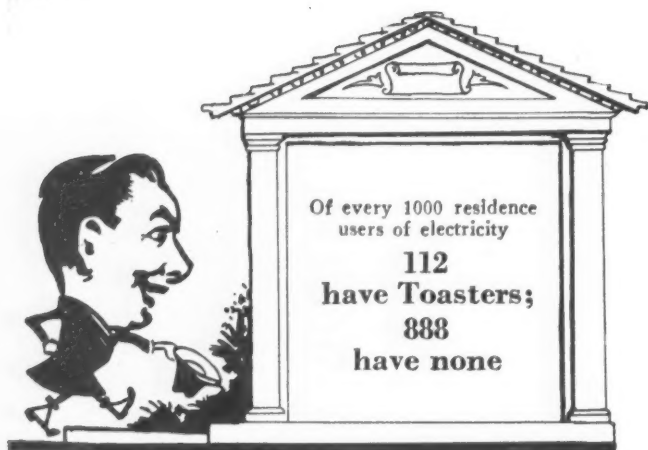
Member Society for Electrical Development, Inc.
Member Audit Bureau of Circulations.
Member Associated Business Papers, Inc.
Copyright, 1922, by McGraw-Hill Company, Inc.

Entered as second-class matter July 21, 1916, at the Post Office at New York under the Act of March 3, 1879. The annual subscription rate is \$2 in the United States, Canada, Mexico, Alaska, Hawaii, the Philippines, Porto Rico, Canal Zone, Cuba, Honduras, Nicaragua, Dominican Republic, Salvador, Peru, Colombia, Bolivia and Shanghai, China. Extra foreign postage, \$1 (total \$3, or 13 shillings). Single copies, 25 cents. Printed in U. S. A.

"The Market

Is It Near Saturation?—

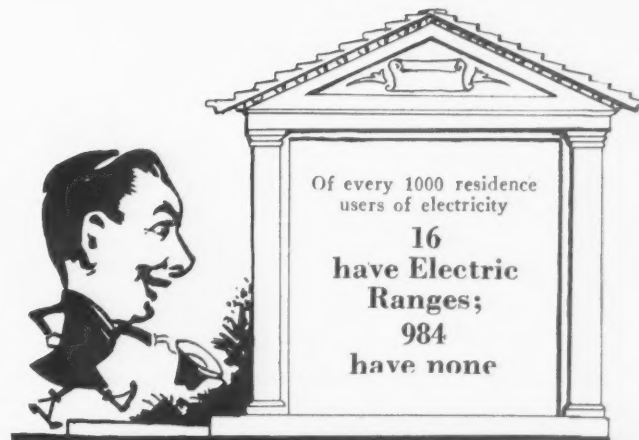
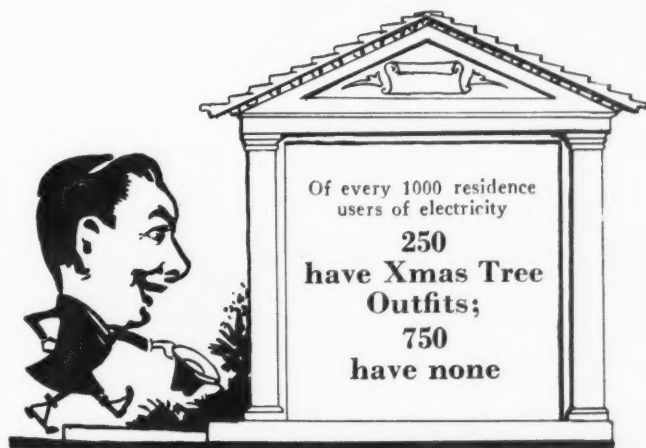
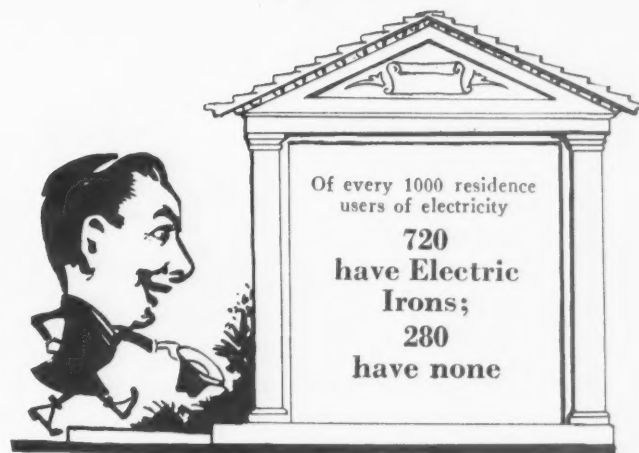
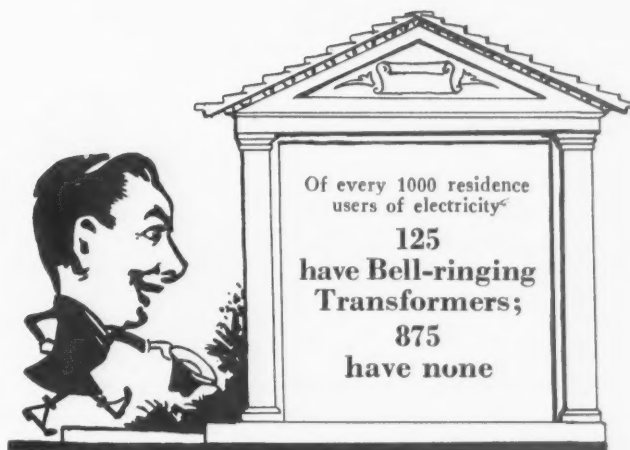
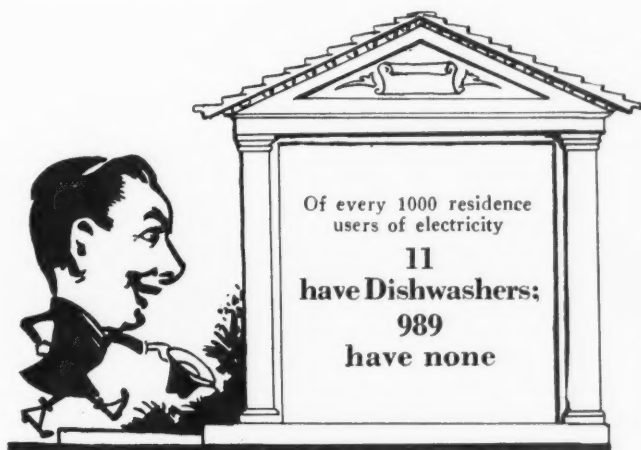
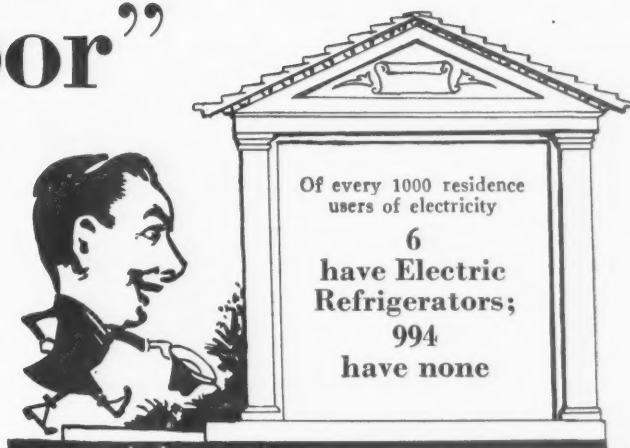
THESE pages show in detail the relative number of electrical appliances of each kind now in use in 1,000 average wired homes—in your town, or in any town where average conditions prevail. The figures show, also, the amazing lack of electrical



behind the Door"

Well, Look at the Figures!

appliances today in the majority of homes reached by central-station lines. *Electrical Merchandising* believes that only intensive merchandising and house-to-house selling can reach this vast untouched market — The Market Behind the Door!



The Problems of Merchandising Policy

Lack of Profit Paralyzes the Appliance Business and Ignorance of Cost Delays the Setting Up of Proper Spreads—Progress Waits on the Application of More Fundamental Knowledge

By JOHN F. GILCHRIST

Vice-President, Commonwealth Edison Company, Chicago.
Chairman, Merchandising Committee,
Association of Edison Illuminating Companies

THE interest which is manifested whenever the merchandising of electrical appliances comes up as a topic for discussion at any of the electrical conventions and meetings, is evidence of the great amount of thought which is being given in these days to this feature of the electrical business. The initial strides which have been made in the sale of these articles offer some idea of the possibilities, from the standpoint of merchandising profits, the sale of energy and the improvement of load factors. But the development does not seem to be in all respects as satisfactory as it should be and the conclusion of those who have studied conditions most deeply is that the business got off on the wrong foot in its early days.

Early Disregard of Profit

When these devices were first brought out they were promptly called to the attention of the central stations, who were about the only people offering them to the public at that time. The first consideration however seemed to be entirely of load-building, and apparently no thought was given to the question of providing for distribution when at some future time the merchandise might be going in large volume. Most of the central stations began offering appliances on a price basis with little or no regard for merchandising profit, and this apparently caught the manufacturers off their guard. It resulted in no proper consideration being given to the margins which should be allowed between the cost of this apparatus to the dealers and the prices to the consumers, which in all successful merchandising must be sufficient to cover the reasonable cost of such organization as is necessary to the widespread distribution of the apparatus, plus a reasonable profit to the various

CENTRAL-STATION companies are undoubtedly destined to play a continuing important part in the merchandising of electrical appliances. The job of pioneering and of informing the public in the uses and economies of electric devices is one which the utility company can handle better than anyone else. This is true in every town. But it must be done on the right merchandising basis if the effort is to be successful. The task at the present time is to point out the situation to all central-station people who are doing a small merchandising business as a side issue, with no adequate knowledge of costs. They think they are making money but they are really losing money, and this fact must be brought home to them. This article is an exceedingly frank statement of the case by a central-station man who sees the condition clearly.

—Editors

agencies which are essential to such distribution.

There have been many conditions which have complicated the situation. The central stations have taken this business on as a side-issue, and have accomplished its sale in connection with the various central station functions. The result has been that not only has the cost to them of selling these goods been less than would have been the case if they had been sold by a concern devoted exclusively to such sales, but worse yet, practically none of them know what their exact costs of selling are. Too often the business has grown up from small beginnings without any serious attention from the men at the head of the business, and questions of sales policy which are for the best interests of the business have not been dealt with as broadly as they should have been. Out of this situation, therefore, the manufacturers apparently assumed

that the amount of direct profit earned was a matter of no consequence to these central station dealers, and have established resale prices, allowing discounts to the dealers entirely inadequate in most cases to cover the reasonable cost of selling, to say nothing of leaving a profit.

The cost of selling this kind of apparatus is high, higher than anyone had realized it would be. This is so, partly because lighting companies have been anxious to build up the volume rapidly on account of the load-building feature and have turned to intensive methods. Also the devices are still quite new to a large number of sales prospects to whom they are presented, their economical usefulness is not fully appreciated and prices seem high as compared with non-electrical equivalents. There is, therefore, a high sales resistance. Added to this, much of the apparatus requires a maintenance service, which custom dictates should be absorbed by the dealer, particularly where such dealer is a central station; and in order to secure a reasonable volume of sales it has been found necessary to sell most of this apparatus on a deferred payment basis, which introduces another excessive cost collecting and financing.

Vital Need of Many Dealers

The general policies which should govern the distribution of this kind of merchandise in most cases have not been considered very thoroughly by the central stations. While it is desirable for the central stations to themselves sell appliances at a profit, and do all the business they can, still that is of secondary importance. The great thing is to develop a co-operative policy of sales, both by the central stations and by a large number of prosperous, satisfied, independent

dealers, who sell the greatest possible amount of this apparatus, so that it may rapidly come into very general use and benefit the business, both from the standpoint of the added output of electricity and the profits on merchandise sales.

If it may be assumed that this is the desirable policy, then the apparatus must be bought from the manufacturers or jobbers and sold to the consumers on a basis which, after all reasonable costs are paid, will allow the dealers a sufficient profit to encourage their remaining in the business. And as many of these institutions start in a very small way and buy in limited quantities, it naturally follows that if the conditions are such that the small institution, if thriftily managed, can make a profit, the central station, with its prestige in selling and its possibilities along the lines of quantity buying and interlocking facilities, can make more.

Ample Spread Essential

Bear in mind I am not arguing for the sale of appliances by dealers to the exclusion of the central station. It is necessary for the central station to lead and standardize the business and to bear the brunt of advertising and exploitation, which its possibilities for obtaining a higher profit make fair. Furthermore, in any community where the central station is not very active in such business there will be no business to speak of. But there should be the closest co-operation between the central station and the dealers, and it should be the desire of the central station to build up a large number of resourceful, aggressive dealers who are making such reasonable profits as would reward the same amount of activity in many other lines of industry.

Unfortunately, such a policy has not been adopted in many places, and the result is that there is sharp competition between the central stations, the department stores and the dealers in the sale of appliances, on a basis which means ultimate failure. And this would be instantly appreciated were the business in each case not a side-issue of a larger business. Many of the manufacturers are beginning to grasp this situation. In fact some of them have been quicker apparently to see it than the dealers, and they are establishing their prices with a spread which is calculated to give better results than the policies

which have prevailed in the past, but far too many of them have not seen the light.

The Washer, for Instance

As an illustration, manufacturers of washing machines are notable examples of the latter type. Here is a device which is quite worth while from the standpoint of the central station, because by turning the most disagreeable and arduous of the household operations from a back-breaking nightmare into a light and pleasant task, it suggests to the user the opportunity of applying electricity to all home work and this promotes the sale of other devices. From the standpoint of producing energy sales, however, it is unimportant. Therefore, washers should be sold only on a basis of producing profits as articles of merchandise. No other article requires more intelligent or high priced sales effort: none requires higher servicing, and in the case of none is it any more necessary to sell on deferred payments. Any dealer who attempts to sell this article as it must be sold, and do a good volume of business, with a spread of less than 40 per cent will find that his efforts have been profitless, and if he does a reasonable amount of advertising, the spread should be 50 per cent.

This situation is being forced upon the washing machine manufacturers today. The industry is more or less demoralized, and for no other reason than that the manufacturers are at-

tempting to have their machines marketed at prices which mean losses all along the line. This can best be appreciated by comparing the costs, spreads, and retail selling prices in this industry with the same in the case of articles of household use in other industries which have been merchandised successfully in a big way.

Many other cases might be cited of electrical articles which are in nearly as bad a position. It is high time, therefore, that a concerted move should be made by those most interested—manufacturers, jobbers, central stations and independent dealers—to get this valuable and promising business on a sound basis.

The Need for Facts

Central stations, generally speaking, are doing far less of this kind of business than might easily be done in their territories. Sales of appliances by them should equal 15 to 20 per cent of electricity sales in the case of the ordinary central station, and this percentage should increase rapidly with the development of more of these appliances. That the matter is about to get the attention of the electrical people of the country is evidenced by the fact that both the Association of Edison Illuminating Companies and the National Electric Light Association have thoroughly representative committees at work on this question of merchandising policy, and it is hoped that their deliberations may result very shortly in such changes as will make it possible to place labor-saving devices within the reach of very much larger numbers of people. This can be done by getting the business on to the only basis which will result in such widespread distribution, namely proper remuneration of all the essential agencies.

The first thing that is necessary is the installation of proper cost accounting to determine what it does cost to sell these goods both as an independent business and as an adjunct to some allied business. The jobbers have made much progress in this direction but as yet the retailers as a class are groping and, therefore, working in ignorance and uncertainty are conducting unprofitable businesses—both the central station and the contractor dealer. This fundamental knowledge must be established and applied through policies which are economically sound before any substantial progress can be made.



John F. Gilchrist—a prominent central station executive with broad commercial experience and a keen interest in the practical solution of sales problems, whose analysis of merchandising conditions in this article is significant.

Electrical Labor-Savers in School and Home

Home Economics Teachers Are Alive to the Changes
Electricity Is Making in Housekeeping Methods

DISCUSSING present-day efforts to find a new basis for the education and training of the modern woman, Miss Genevieve Fisher of the home economics division of the Federal Board for Vocational Education recently made the following significant remarks:

Home economics workers are heartily in favor of labor-saving equipment in the home. And because it is the coming thing in the home, they want this equipment whenever possible in the classroom, too. They wouldn't be true to their job if this wasn't so, for it is their part to lead the way, rather than to teach housekeeping methods which their pupils, as soon as they have homes of their own, will call old-fashioned.

After all, it is the basis for a new education for women that we are working for here. All these questionnaires, these investigations into the daily lives of modern women, are to determine what the modern woman really does with her time—and from this information determine what training she needs in her school days. A woman's activities today are hardly what her grandmother's were—but her training is practically the same.

Why teach girls things, methods and principles they'll never use when they have homes of their own? There's bread making for example. How many girls are taught bread making in school, and how many women really bake their own bread nowadays?

In a Connecticut vocational school, the school superintendent boasted that not a piece of machinery in the boys' classrooms was more than two years old—but every machine in the girls' classes might have been used by their grandmothers! The incident is typical of the general attitude toward boys' and girls' training for their vocations. And yet it is due mainly to habit, to lack of thought. For when I pointed out the inconsistency, that superintendent had an electric motor put on every sewing machine in the school!

"We Are Working For, Not Against, Electrical Equipment"

So you see, in developing plans for a new education for the modern housewife, we are working with, and not against, those who design, make and sell the electrical labor-saving equipment that is so radically changing housekeeping methods. In fact, the electrical industry could do much to put pressure behind the movement and desire of home economics, teachers and vocational workers for this equipment.

Such an appeal from an organization whose activities will be of prime importance in the development of a new theory of education for women, should give every electrical man a profounder understanding of the

changes electricity is making in the age-old business of home-making. Housekeeping methods are changing rapidly. Yet because all else does not change rapidly enough to conform to the new needs, there are those who refuse to see and believe in the new future. How many electrical men, like Miss Fisher, would have gone to that school superintendent and said—"Look here, Mr. School Superintendent, aren't these sewing machines a bit old-fashioned? Why not use electrical ones?" Or, how many would simply do nothing, with the discouraging thought that "Oh, they've always had it that way, and probably wouldn't change?"

Housekeeping Is in a Transition Period—Can We Help?

The truth is, housekeeping is in a transition stage. Just now, it is neither as it has been for the last hundreds of years, nor as it will be in a very few years. Women are taking only their first, their very first steps in the new electrical house-

keeping. And they are extremely timid, extremely tentative steps at that. But as radical as will be the changes in time-honored methods of doing things, just so radical will be the changes in school curricula, in the teaching of cooking, laundering, and home-making.

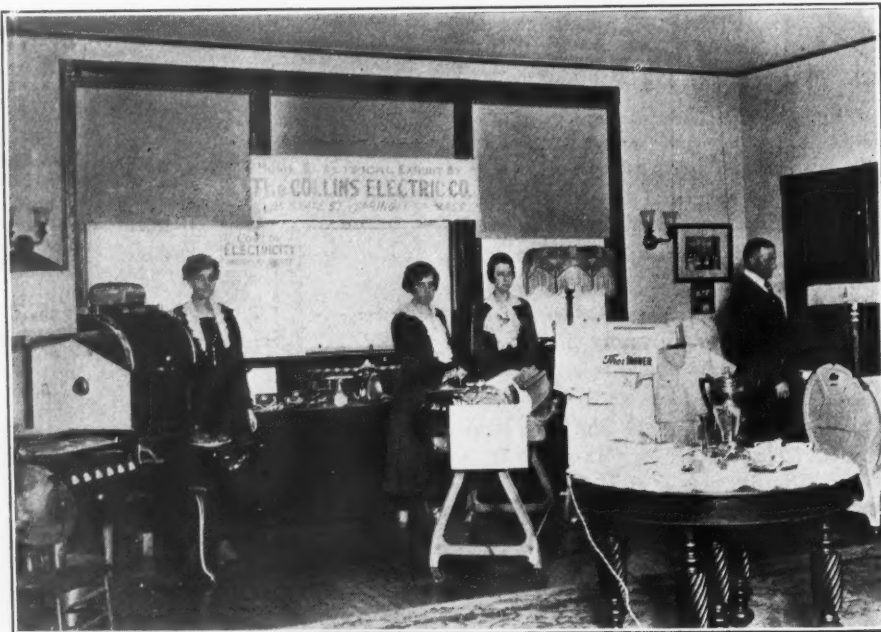
Of necessity, these changes will be gradual, and in this transition period teachers of home-making must still keep an eye on the past as well as on the future. But for the electrical man, if he fails to keep in his eye the vision of the future, who will do it for him? In the meantime, every electrical clothes washer, every electric sewing machine, every electric iron that he can put into the schools will make that transition period so much shorter.

For every girl who receives her housekeeping training in a school that uses electrical equipment, is bound to think of this equipment not as a luxury but as an absolute necessity in the modern home.

"The electrical industry can do much to put pressure behind the movement and desire of home economics teachers for electrical equipment."

Every extra outlet has a meaning all its own: More appliance business—QUALITY ELECTRICAL WORK!

Taking the "Home Electrical" to the Women's Clubs



Another company that recently proved the feasibility of arranging a "home electrical exhibit" at the leading women's clubhouse was the Collins Electric Company of Springfield, Mass. At the exhibit staged at the Springfield Women's Club, the several hundred women who attended during the day showed keen interest in the bread and

biscuit baking on the range and the completion of a family washing on the electric washer and ironing machine. A general household efficiency talk preceded the exhibit. The clubwomen gave their hearty support to the idea, and the Collins company was also aided by the Pettingell-Andrews Company of Boston.

A Commercial Survey of Residence Lighting Possibilities—I

The Degree of Saturation as Determined by a
Detailed Study of Middle-Class Homes in Cities

By M. LUCKIESH

Director of Applied Science, Nela Research Laboratories,
Nela Park, Cleveland, Ohio

THE commercial possibilities of residence lighting are ever awaiting development. Regardless of the state of business and of industrial activity homes are always in operation and are always being built to some extent at least. In other words, residence lighting is always awaiting the electrical merchandiser.

For some time the writer has been conducting a detailed survey of residence lighting and it is the plan to continue this for another year. The final report will aim to include all the pertinent details of electric lighting and wiring in average homes of various types and classes, and it will also aim to point out the possibilities of future developments in this field. However, from time to time certain general conclusions will appear in these columns although the final figures may be slightly different.

In this first article some of the data pertaining to the average middle-class home will be discussed. It is difficult to define this type of home. After excluding the very costly homes it represents perhaps somewhat more than half the remaining homes. The middle and lower-class homes as defined here represent about 90 per cent of the total number of residences in this country.

Making an Analysis of One Thousand Homes

For the present purpose, data and information from more than one thousand middle-class homes in various cities have been analyzed. The values arrived at from a study of the data from this class of homes will represent maximum values because it is obvious from other data that residence lighting is better developed in cities than in towns,

villages, and rural districts. In other words the values will be very conservative if applied to residence lighting as a whole throughout the entire country. Incidentally about one-half the population of this country is located in places larger than 2,500 inhabitants and approximately one-half the population live in rented homes.

If "Average" Home Were Completely Wired and Equipped

Of the group of homes upon which this article is based 59 per cent are single houses and 41 per cent are apartments; 48 per cent were rented and 52 per cent were occupied by the owners. In making this analysis every necessary detail of fixtures, wiring, lamps, etc., was available. The data was averaged separately for each type of room such as living-room, dining-room, kitchen, bathroom, bed-room, basement. By knowing the number of rooms in each case it was easy to determine the size of the average home. This imaginary average home was then wired, equipped with fixtures, portables, lamps of proper wattage, etc., so that it would be adequately and properly illuminated although it was the aim to err on the side of conservatism. In this theoretical home no unusual lighting was installed. In fact the lighting and wiring was considerably less pretentious than we have installed in "modern electrical homes" of a similar size.

The degree of saturation was ascertained for various phases of residence lighting by dividing the actual conditions by the corresponding ones in the conservative "theoretical ideal home." This was done room by room and in considerable detail which it appears well to omit here. These details will appear later. Assuming that one-third the

total homes in this country are wired for electricity the saturation values are determined first for the existing wired homes. Then the results are diluted by the remaining unwired houses so that the degree of saturation is determined for the total number of homes. In the following table these values of the degree of saturation are given.

As already stated these values would be relatively less for the lower-class home and also for the middle-class home in town, village, and rural districts.

DEGREE OF SATURATION
Percentage of Complete Saturation of Various
Phases of the Average Urban Middle-Class Home

	(Present Market) Wired Homes, Per Cent	(Potential Market) Total Homes, Per Cent
Wattage of lamps	40	13
Energy consumption (estimated)	50	17
Convenience outlets	33	11
Portable lamps	25	8
Wall brackets	27	9
Ceiling fixtures*	100	33
Modern ceiling luminaires (estimated)	50	17

* See paragraph on ceiling luminaires.

Brief interpretations of the items in the table are presented in the paragraphs which follow.

Total Watts per Home

The "wattage" item shows directly the increased sales of lamps which is possible before reaching saturation. This does not mean a similar increase in central-station income due to residence lighting because the increase in the number and wattage of lamps does not mean necessarily a similar increase in consumption of electricity. All the lamps in a given room need not be operated at the same time. It is seen that the conservative values are 40 per cent saturation of the market already wired and only 13 per cent of the entire potential market. In other words the present market affords an opportunity for at least 150 per cent

increase in wattage and the potential market about 700 per cent increase.

Convenience Outlets

This item represents not only the outlet but labor, material, etc., and, of course, would add to the use of electricity by providing places for connecting portables and appliances. The latter are more readily purchased if they can be used conveniently. The average number of convenience-outlets in this group of urban middle-class homes is about three per home. When we consider that in our "modern electrical homes" we use as many as thirty such outlets it is seen that the existing average wiring as measured by these outlets is far from ideal. Assuming only nine convenience-outlets per home as a conservative ideal we have before us a 200 per cent increase in this kind of wiring in the homes already wired or in the present market and about 800 per cent increase for the potential market. Considering all the homes in this country or the possible potential market we find that wiring for convenience-outlets is only 11 per cent saturated.

Portable Lamps

An average of two portable lamps per house has been found, so far, in the returns from urban middle-class homes and practically none in the lower-class homes. An average of eight portables in each middle-class house appears to be a conservative ideal if we include the small decorative portable such as the "candle-lamps." This would indicate that in the homes wired at the present time the use of portable lamps must be increased 300 per cent to reach the ideal. If we include the homes unwired at present we may count on an increase in portable lamps of 1,200 per cent.

In other words portable lamps have only reached 25 per cent of saturation in wired homes and only about 8 per cent if we include the unwired homes.

It may appear that eight portables per home is not a conservative ideal. However, when we include small ornamental candle-lamps and other decorative portables with the more or less essential table and floor lamps eight portables are readily accounted for.

The item of portable lamps can be put into dollars for the sake of illus-

tration. If we assume an average of six more to be placed in each of seven million wired homes there are forty million to be installed. At only six dollars each, a quarter of a billion dollars are awaiting the electrical merchandiser. If this were built up to eight in every home in this country there remain to be sold at the present time 160 million portables which at the nominal sum of six dollars per lamp represent a billion dollars.

Wall Brackets

Unlike ceiling fixtures the survey of the urban middle-class home so far reveals an average of only 0.4 brackets per room. The wall-bracket is extremely useful in the bath-room



M. Luckiesh, author of the accompanying article, is also the author of a number of books on light and color including "Color and Its Application," "The Language of Color," "Artificial Light, Its Influence on Civilization," "Visual Illusions," etc. Mr. Luckiesh's latest work, "The Book of the Sky," is one of the most fascinating of scientific studies of cloudland, meteorology and weather, and is based upon his important work with aeroplane camouflage and defence during the war.

and in the bed-rooms and represents highly satisfactory lighting when they are on each side of mirrors. If we assume two in the bath-room, two in each of three bed-rooms, one in the kitchen and an average of four decorative brackets in the living-room we have a total of thirteen brackets for the "ideal" middle-class home. From our data pertaining to use of brackets at the present time we find that the present market is 27 per cent saturated on the basis of nine brackets per home. In other words the present market invites an increase in the sale of wall-brackets of 270 per cent and the potential market will withstand an increase of about 1,000 per cent before it can be considered saturated.

A detailed analysis of the survey data shows plainly that the ceiling fixture has approximately reached saturation. This does not take into account those which should be replaced by modern luminaires in order to bring up the standard to that of the "conservative ideal." There are at present slightly more than one ceiling fixture per room, but assuming that 50 per cent of these should be replaced by modern luminaires the market in homes wired at the present time would be 50 per cent saturated. With this modification the item "modern ceiling luminaries" for the total number of homes, or the potential market, would have a value of 17 per cent.

Inasmuch as these saturation values are based on the details of a survey of urban middle-class homes and upon conservative wiring and lighting equipment it appears that they represent conservative values. If the relatively less well-lighted homes of the lower-class and of the middle-class in towns, villages and country were included, and if the much more elaborate wiring and equipment such as represented by our "modern" electrical homes were used as a basis, the saturation values would be much smaller. Hence it appears that these values are safe marks at which to aim.

The Influences of Size, Value and Ownership of the Residence

According to Census of 1920, 54 per cent of the population of this country lived in rented homes. Although accurate data are not yet available it may be assumed that approximately one half of the homes are rented and the other half are occupied by the owners. Figures obtained by the writer pertaining to urban middle-class homes which are wired for electricity support this assumption fairly well. Therefore a comparison of "owned" and of "rented" homes is interesting because there are details of electric lighting and merchandising that differ somewhat according to whether or not the householder owns or rents his home.

The data upon which this article is based were obtained in a detailed survey of large groups of homes in various cities in different parts of the country. The conclusions to be drawn hold strictly only for city and town homes but there seem to be no important reasons for not extending them to homes in towns and villages

and in the rural districts. At any rate one half the population of this country is found in places of 2,500 inhabitants or greater and a majority of these enjoy electric service and practically all of them are within easy reach of it.

Number of Rooms

Of the group of homes studied here 59 per cent are single houses and 41 per cent are apartments. It is interesting to note that 80 per cent of the rented homes have from five to seven rooms while only 46 per cent of the "owned" homes are of these sizes. In fact 75 per cent of the "owned" homes have from six to nine rooms. Nearly all the rented homes are what are commonly termed "apartments" and all the "owned" homes are single houses. Plotting curves or diagrams of the number of rented homes (apartments) against the number of rooms

TABLE I. THE INFLUENCE OF THE NUMBER OF ROOMS PER HOME ON WATTAGE AND WIRING

No. of Rooms	Total Wattage of Lamps		Convenience-Outlets	
	Per Home	Per Room	Per Home	Per Room
3	230	77	0.5	0.17
4	400	100	1.0	0.25
5	560	112	1.6	0.32
6	720	120	2.3	0.38
7	910	130	3.1	0.44
8	1,080	135	3.8	0.48
9	1,220	136	4.6	0.51
10	1,400	140	5.5	0.55
12	1,710	143	7.0	0.58
14	1,980	142	8.5	0.61
16	2,220	139	9.9	0.62
18	2,500	139	11.2	0.62

rented and of "owned" homes, 77 per cent of those having six rooms or less are rented, while 75 per cent of the same group of homes having more than six rooms are owned by the occupant. An example of interpreting Fig. 2 is as follows: Of every 100 homes having a certain number of rooms, the point on the curve above this number of rooms represents the number of rented homes of this size. The remainder of

be within these ranges in size. The average total watts per home and the average total convenience-outlets per home increase directly with the number of rooms. This is also true of the average watts per room for the smaller homes but this factor seems to reach a steady value for eight rooms and above. The data pertaining to these factors are presented in Table I. These are average values of a large number of rented and owned homes, as given in the table.

The Influence of the Cost of the House

Although it is not difficult to obtain complete data pertaining to wiring and to lighting equipment there are obvious difficulties in obtaining the costs of houses or apartments. Furthermore these vary from year to year and in different parts of the

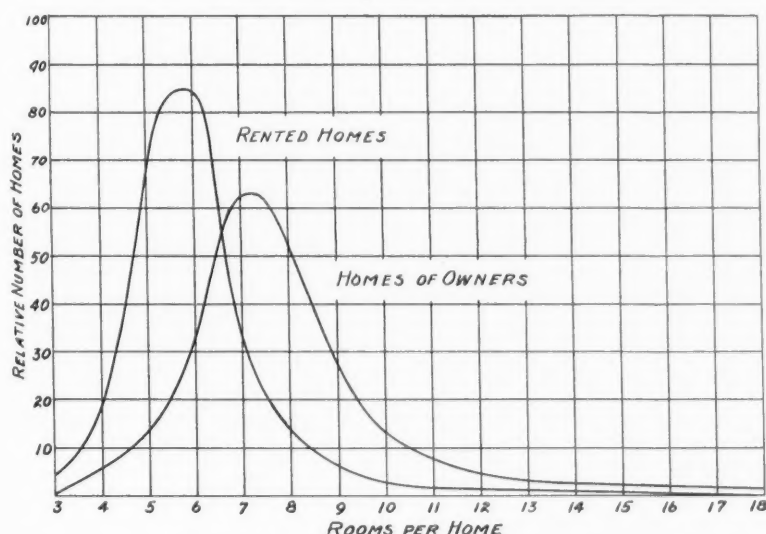


Fig. 1. The distribution of rented and of "owned" homes according to size.

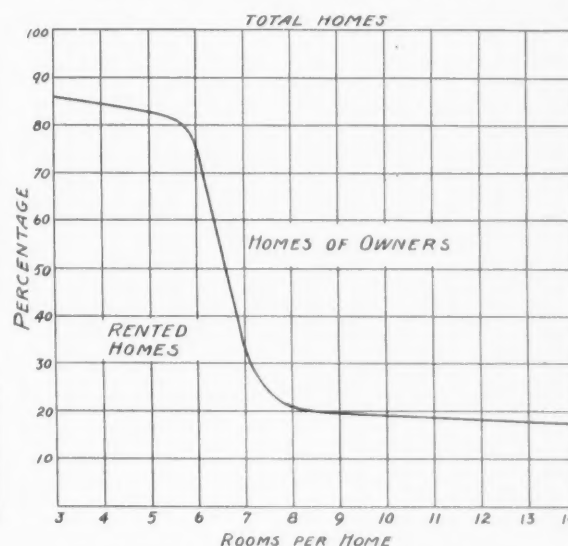


Fig. 2. Relative number of rented and "owned" homes.

(from three to eighteen rooms) a decided maximum is found at about 5.8 rooms. A similar curve for "owned" homes (single houses) reveals a shift of the maximum to about 7.3 rooms. This is shown in Fig. 1. Approximately the six-room rented home (apartment) and the seven-room "owned" homes (single houses) appear to be overwhelmingly the most popular in each case respectively.

The transition between predominantly rented homes and homes predominantly occupied by the owner, takes place in the region of six rooms per home as shown in Fig. 2. Of a large group of middle-class homes consisting of an equal number of

the 100 (represented above the point on the curve) are owned by the occupants.

The data from which Fig. 2 is drawn included many more of the medium-sized homes than of those extremely small or large. Therefore the middle portion of the curve is more reliable than the extremes although the diagram as a whole may safely be assumed to represent the conditions generally.

Of the total number of convenience-outlets 71 per cent are found in homes having from six to nine rooms and 83 per cent in homes having from five to ten rooms. Of course this is largely due to the fact that most of the homes are found to

country. From the data obtained it appears that the total wattage of lamps in a home, the average watts per room, and the number of convenience-outlets increase somewhat with the cost of the single house for the smaller houses; that is for houses having from three to seven rooms. However the number of rooms in a house appears to be a greater influence on these factors and, inasmuch as the cost of a house increases in general as the number of rooms increase, the influence of cost is included when the number of rooms is taken as a criterion. This provides an easy means of studying the influence of cost to some extent at least, because data pertaining to the num-

ber of rooms are readily obtained. In this connection it is interesting to note again the influence of the number of rooms in a home on the watts per room as shown in the table. This value steadily increases as the number of rooms is increased until the eight-room home is reached. The watts per room is not appreciably different for the houses having from eight to eighteen rooms.

In Table I it is seen that the larger homes are better supplied with convenience-outlets than the smaller ones but even in these one can scarcely visualize the occupants enjoying the possibilities of electricity without a convenience-outlet in nearly every room. It is noted that the average number of convenience-outlets per room is considerably greater in the larger homes than in those having only a few rooms. Certainly in the homes having from three to eight rooms it is not asking too much to increase the number of convenience-outlets to about four times their present average.

Influence of Ownership

That the rented home is not wired and illuminated as well as the home occupied by the owner is shown in Table II. These data are averages of a large group of homes equally divided as to renters and "owners."

TABLE II.—THE INFLUENCE OF OWNERSHIP ON WATTAGE AND WIRING

	Rented Homes	Owned Homes	Ratio, Per Cent
Total wattage of lamps per home.....	790	1,045	75
Percentage of total wattage of lamps.....	43	57	75
Convenience-outlets per home.....	2.3	4.0	57
Percentage of total convenience-outlets.....	36	64	57

It is seen that the average renter of a middle-class home uses less lamps and less electrical energy than the average owner. The lamps represent only 43 per cent of the total wattage in use by an equal number of renters and "owners." He has fewer convenience-outlets for using portables and appliances. In other words he is less adequately provided with wiring and with lighting than the occupant who owns his home.

Of course it should be noted that the most popular rented home has about six rooms while the most popular home occupied by the owner has seven rooms. But this room which represents the difference is not one of the chief rooms and therefore would not be likely to have a convenience-outlet (considering the



115 VOLTS-60 CYCLES

"Electrify America!"— A Great Economic and Human Purpose

By Herbert Hoover

"YOUR slogan, 'Electrify America,' seems to me to be most happily chosen. I would be simply re-stating what you all know if I were to emphasize that the further great application of electricity is one of the surest roads not only to the elimination of waste in industry, but to the stabilization of industry itself. Your industry in this respect is indeed peculiar because you have not only the opportunity to eliminate the international waste in production and distribution through constant advance of technical standardization, invention and improvement, but beyond this the enlarged scale of generation, distribution and reinforcement of reserve supplies of electrical power spread over large areas make for continuity in industrial productions such as cannot be secured by any other means.

"One of the incidental problems of our industrial system is the inevitable growing shortage of common labor and the complete necessity that it shall be replaced with fewer units of skilled labor performing the laborious tasks of the many. The more general spread of electrical power is inevitable for this reason, if for no other.

"To 'Electrify America' is not only a great economic purpose, but it is also a great human purpose and one that may well enlist the whole of your membership in the national crusade."

small number of such outlets) and would not likely contribute very much wattage to the total. But giving it equal weight with the other rooms and modifying the values in the table accordingly it still leaves the renter a lesser user of lamp wattage. Of course in Table I it is understood that the watts per room is merely an average and that the living-room, for example, contains more lamp wattage than a minor bed-room. The same reasoning may be applied to convenience-outlets. Furthermore it should be noted that the data in Table I are averages of a large group

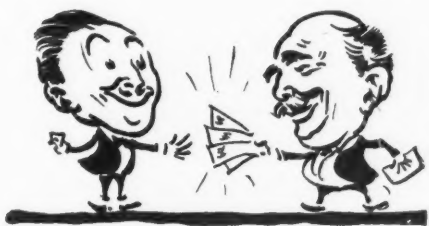
of homes including both rented and owned homes.

There are various reasons why the renter is not as good a prospect for the sale of better wiring and fixtures as the householder who owns his own home. The renter is averse to investing money in property which belongs to his landlord and most of us know the difficulty of persuading the landlord. A solution is to continue to create a demand for adequate wiring and proper lighting. This will aid the renter to obtain what he is taught to desire and will place a premium upon the apartment which has modern lighting facilities. The landlord will in time see that such facilities are an asset, as the electrical merchandiser now knows them to be.

Renter Can Usually Resort to Portables

In the meantime the renter need not be left entirely without an easy means for improving his lighting, for the portable lamp is a boon to him. Almost any lighting problem in the home can be solved by means of a properly designed portable. A room may be flooded by an indirect component. The inadequate central fixture in the bedroom can be supplemented by dresser-lamps. An unsatisfactory dining-room fixture may be permitted to hang unlighted when small portables are placed upon the table. And so on throughout the home. This simplifies the demands upon the landlord to only a few convenience-outlets if these are not available. Failing in obtaining these, the renter can utilize the two convenience-outlets on an average which he has available by running wires from them or he can plug into the fixtures available. At least he can have good lighting despite the unsatisfactory fixtures if he will purchase portables. It appears that the dealer can make a special appeal to the renter by offering him portable lamps as his easiest way to good lighting.

The data presented in the foregoing paragraphs show that the renter and the landlord are less saturated with the electrical idea than the householder who owns his home and it is certain that the latter is far from 100 per cent electrified. The six-room home can be taken as the transition point between predominantly rented homes and those occupied by the owner.



You Are Close To the Money!

Do You Want It?

“WELL, WELL, WELL!” as they say in the circus. “Here we are! Step up boys and win a prize!” Only this time there is Five Hundred Dollars—\$500.—in real money waiting to be passed right out—gorgeous greenbacks or glittering gold to suit your taste. For *Electrical Merchandising's* Summer Selling Contest closed on August 31 and the man who hands in the best record of hot weather selling bears away the victory.

And in addition to the \$500, manufacturers and central station operating companies have added other extra prizes, so that under certain conditions the winner may pull down much more than that and become extremely rich at once—a plutocrat pronto—all for doing it with determination in the dog days.

BUT REMEMBER THIS! Any man can win this prize money! It isn't necessary that you entered the contest on July first. It doesn't matter if you never notified us that you were reaching for the coin. It's all right if you never

even heard about the contest until you read this page. You can win the money just the same *provided* that you have rolled up a hot-time record during these last two months. If you successfully slammed the so-called summer slump in your town, through July and August—if when other men were fanning wilted collars you were doing bigger, better, bullier business at the old stand, hot weather be dinged—why, you win, my boy!—God bless you!

ALL you have to do is this—write an account of your campaign, your sale, the bright idea that kept your sales from slacking, and send the letter in. Never mind the literary style—or how small your city is—or how many sales you made. It is the idea that counts, the plan, the spirit of it and the way it worked. That's what we're going to judge.

So sit down in a corner now—today—and think it over. Write us a detailed story of how you kept the business ball a-rolling. Have your letter in the mail before September tenth.

Who Wants to Play With This Five Hundred Dollars?



How to Win \$500 In Our Summer Selling Contest

Write us a letter about your hot weather selling — what you did and how you did it. Cover these points—

1. What sales problem you started out to solve.
2. How you planned the sale.
3. How your sale was actually conducted day by day.
4. What the results were and how

they checked up with your objective.

5. What you learned from the campaign that is of real use in your business.

6. Mail this letter Sept. 10th.

7. Watch the October issue of *Electrical Merchandising* for announcement of winners and for publication of winning letters.

characteristic mail-order appeal—place your order now!—and would be definitely and deliberately designed to get the business. There would be very little talk about the elimination of drudgery, but plenty about the low price, the easy terms and the wonderful machine. Three media were used—a mailing folder, which was really a broadside; the newspapers and street car cards.

The mailing folder was the real backbone of the campaign, and nobody would ever have mistaken it for anything but what we set out to make it—a colorful, hit-'em-in-the-face broadside; with a series of interest-catching captions as you opened it, leading you breathlessly to the wonderful and amazing offer we were making. The illustration shows the style of layout, but hardly does justice to the interest-value won by the striking color contrasts. Only two colors were used—a bright, striking, vivid, live red and black.

Let's analyze this folder a moment before you snap out your judgment on it. The mail-order man knows that the great majority of people will read a great deal of matter if it interests them. And to intrigue their attention, you must talk about THEM and THEIR interests. You do it unconsciously when you give them your sales talk. You say something like this (I quote here from the washer broadside):

"Yes, Madam, only \$99.00 is the full and complete cash price for this big size 1922 Model Blank electric washing machine—the lowest price ever quoted on a high-grade guaranteed electric washer.

Look at the illustration on this page. Notice the beautiful lines and strong construction of the heavy galvanized cabinet, reversible swinging wringer copper tub and many other features.

And, now, if you act at once, while we have the machines on hand to deliver, you can get this fine Blank oscillating machine at this amazing price of only \$99.00.

And, Better Still, You Need
to Pay
Only \$1.50 per week

That is exactly what we mean, and we repeat it. You can buy this fine electric washer on weekly payments as low as \$1.50 per week. And, furthermore, we make you only a very slight extra charge for these liberal terms.

There are no other charges of any kind. This includes everything. We place the machine in your home on exactly the day you wish, and all ready to operate without a cent of additional cost to you. You get a brand new machine direct from our warehouse and backed by the double guarantee of the manufacturer and the Philadelphia Electric Company."

READ THIS MOST ASTOUNDING

Electric Iron Offer

ONLY \$1.00 DOWN!

Including the Famous
"QUEEN" OPEN END IRONING TABLE
ABSOLUTELY FREE!!



**HERE IT IS
The SUPERB FRANKLIN IRON**

A beauty to look upon and wonderfully efficient! An Electric Iron designed and built by experts and guaranteeing every single detail of its construction. It is the only one of its kind in the world. It is the only one that will give you the most perfect ironing results. It is the only one that will give you the most perfect ironing results. It is the only one that will give you the most perfect ironing results.

The FRANKLIN IRON CLAD GUARANTEE

We guarantee that you will be more than satisfied with the superb quality of this iron. We guarantee that you will be more than satisfied with the superb quality of this iron. We guarantee that you will be more than satisfied with the superb quality of this iron.



You Know the "QUEEN"

Most women know the Queen. It is the most famous ironing table in the world. It is the most famous ironing table in the world. It is the most famous ironing table in the world.

THIS GREAT OFFER IS LIMITED

For a limited time only, we are offering this great offer. For a limited time only, we are offering this great offer. For a limited time only, we are offering this great offer.

Mail This Special Free Offer Coupon or
Telephone "Electric Iron Department"
WALNUT 4700

The PHILADELPHIA ELECTRIC COMPANY
1000 CHESTNUT STREET

That's what this broadside mail-order advertising must have, first of all—the human quality. Get your appliance advertising off its high horse. That's what the mail-order man has done—and there are a lot more rich mail-order men than there are electric

shop men! Making your direct advertising matter human and plain-spoken in appeal does not, however, mean that it has to be obviously cheaply printed with second-hand illustrations on newspaper or inferior stock.

Of course, we have to make it a little more emphatic in the written word, because it lacks the sparkle of the spoken word, the personality and magnetism of the speaker. But look at the copy carefully—nary a word about the American housewife, nothing about the drudgery of washing, not a word about OUR interests, but everything about YOUR interests—how little it costs you; how easily you can pay for it. To be sure, we do say how good the machine is, but you will notice we work it from the YOU angle and not from OUR point-of-view.

The newspaper copy followed the thought of the broadside copy. We featured price, terms, quality—in the order mentioned. And it was designed as real business-getting copy, too. We used the six daily papers and we knew what each one could do for us. The strongest papers were scheduled for the beginning of the week, and during the course of the campaign we checked the ads which apparently brought in the biggest business. It was surprising to note that the advertisement which followed almost word for word the copy in the folder brought the biggest returns, despite the fact that almost any advertising

man at a glance would tell you the ad was far too crowded and contained much too much copy for anyone to read.

The car cards contained merely a statement of the offer with the immediate urge to buy expressed in the warning that this was a time limited offer. They were used as auxiliary advertising during the campaign.

The washer was on display and demonstrated in the company's electric shop and district offices. Prizes were awarded to salespeople in accordance with their ranking as to the number of machines they sold. Outside salesmen were given the leads as they came in by mail and telephone, and paid a commission on their sales. A total number of 706 washers were sold during the six weeks of the campaign—634 ABC oscillators, which was the washer featured, and 72 of other makes.

The Electric Light Company's 100 Per Cent Mailing List

There are two important factors in this washer campaign which merit the thoughtful consideration of those who have any idea of going to do likewise. First: the mail-order advertising idea as we applied it; second, working out the advertising

The Most Amazing Offer Ever Made



on a strictly high-grade, guaranteed copper tub ELECTRIC WASHER

for a **limited time** ONLY **\$99.00** FULL AND COMPLETE PRICE

FOR THIS ABC OSCILLATOR THIS OFFER LIMITED

Mail This Coupon today

FREE SPECIAL OFFER COUPON

The PHILADELPHIA ELECTRIC COMPANY, TENTH AND CHESTNUT STREETS

A competent printer will help you get a good layout and achieve a goodlooking result through judicious application of a little gray matter and some planning. It is a mistake to think that because a broadside is written in the broad simple style of mail-order advertising that typographic-

ally it can be thrown together and called a job of work. Indeed, it is not the easiest thing in the world to write and layout this man-to-man stuff in the proper manner; there are certain definite rules to follow; and it needs considerable study and revision to get best results.

on a strictly profit-and-loss basis.

As I said before, the mail-order man makes money or he has to get out of business. Most of the time, he makes money and stays in business! Our idea—and that of everybody else in the appliance business—is to make real money; to show an actual net profit on each year's business. Outside of his line of merchandise, the mail-order man has only one tool to work with—his mailing list. We central stations have the finest mailing list in the world; absolutely concentrated, 100 per cent circulation. Each name on that list is a possible customer for whatever we have to sell—and the point of saturation is not even nearly in sight. You can't possibly exaggerate the value of that mailing list. It is a veritable gold mine—and the chances are it is untouched.

But, in addition to this mailing list, we must have something else. We must be willing to adopt the guise of the mail-order man's direct-by-mail advertising. It's an awful shock to swing from prettily worded, dignified and high-class copy to this plain-spoken, one syllable stuff that gets the business. And you'll have to sell your organization on it, too. They'll ask you if you're losing your intellect or what's cramping your style when they see your first lurid mail-order broadside. But if it is as good (or as bad!) as it ought to be, you will soon have the answer to all such questioners—the best

answer in the world—the mounting daily record of sales!

Broadside Advertising Matter Must Have Human Quality

That old saw of Lincoln's rather sticks in my memory—"the Lord must have loved the common people, for He made so many of them." It's really true, you know. When you take a mental aeroplane view of your territory, how many of the people who are potential customers for washers and cleaners want their advertisements served a la Arnold Bennett or Owen Wister? Who would draw the bigger audience—Maurice Maeterlinck or Lady Astor? Lady Astor, of course, for she has that universal touch—that human quality which makes her at home in any strata of society.

The second important factor of such a campaign is the matter of making a profit. In the first place, you have to buy right—there must be a workable margin between your cost and the selling price. Then you must decide upon your bogey. In the case of this washer campaign, we settled upon 500 machines as the goal, and apportioned an advertising appropriation from the gross profit on the sale of this number. This appropriation was carefully cut into slices; the biggest slice to cover the cost of the broadside, the next slice—a much smaller one—for the newspaper advertising; the third slice for car cards; and then a very small

slice for miscellaneous advertising, such as show and window cards, etc. The fact that we sold 206 more machines than what we felt was a high bogey means that the pro-rata advertising cost per washer was considerably reduced.

The same methods which I have described as applying to the washer sale were applied to a sale of the Philadelphia Electric cleaner in the six weeks following the washer campaign. The result was that we beat our own cleaner record, and sold 2,520 electric cleaners in that time—2,148 of the featured machine and 372 of the other makes. This result is all the more remarkable considering the fact that some of the manufacturers maintain splendid cleaner and washer selling organizations in Philadelphia; and that we ourselves for the past seven years have run two big cleaner sales and at least one important washer sale each year.

After all, the acid test of any theory is its practical application. This business of going after the concentrated circulation—our mailing lists—is not a new theory by any means. But in our case it has worked so well, despite many pessimistic prophecies and considerable lamentation over the loss of dignity (?) in our advertising copy, that we have since prepared for three additional campaigns based on the same plans.

To be more definite, we attribute our tremendous increase in appliance business this year to this new basis of advertising and merchandising. 1920 was our banner year in appliance sales, but up to June 1 of this year, we had already passed the mark reached July 31 in 1920; and the October 1 mark in 1921. There is no question but that this increase is due to our more intensive business getting efforts, rather than better business conditions!

There is still another factor of great value in connection with this method of merchandising. It gives a definite basis for going out after business. Other things being equal, such as the quality of the merchandise, the price and the terms, we can foretell with almost deadly accuracy the number of machines or the volume of business a given advertising expenditure in a given time according to the principles outlined above will produce. In other words, we have some sort of a scientific and accurate basis on which to plan for future businesses.

Dead Windows Make No Sales!

Some years ago it was my privilege to originate and prepare standard dealer window displays for a large electrical company—and I've never gotten over it. Today I am a slave to, instead of a creator of, window displays. My friends tell me I am a "jay walker" and an "amateur window shopper," and at times refuse to walk with me because my eyes are on the windows I pass instead of the conversation they make. I hold the long-distance "cussed at" record—because my eyes insist on straying to the right or left instead of staying straight ahead. Hurrying people intent on their business are kept busy dodging or bumping into me, and I am continually being consigned to the fiery regions.

But I can't be cured and I don't want to be, for good electrical sales ideas often come from clever window displays and I never stop at any window but that I seek for the thing that stopped me!—THE AUTHOR.

I HAVE just returned from a trip that has taken me from Coast to Coast, with stop overs at about twenty of the principal cities and I have been impressed with the marked improvement of window displays in general but with the utter inattention given to windows by the average electrical dealer. Inasmuch as my interest in window displays originated with the electrical dealer I am taking the time to write what I hope will prove to be a constructive article—one that will help the electrical dealer appreciate the importance and value of his window and make the most of it.

The department stores realize the value of window displays and go to great lengths to get the most out of every window. Some of the larger stores pay their head window trimmers bank presidents' salaries and the management will tell you that from no other investment do they get greater returns.

All chain stores give a great deal of thought to window displays. Recently sales of shoe polish in one of the Woolworth stores increased 31 per cent in one week because of a shoe polish window display. The week after the display was withdrawn sales still ran 7 per cent above normal.

In the first place remember that "Dead Windows Make No Sales"—a dead window being one that does nothing to make the passer-by—the potential customer—stop, look and listen. Remember too, that two things make a window live—action and novelty. Out of every ten windows that stop one, about seven have some sort of action.

Take radio. This country is radio mad. I have seen aerials from the train window on farms seemingly miles from anywhere. I have been

in small towns on the Pacific Coast where every house—large and small—seemed to have an aerial of some sort. And how is the average electrical dealer—they're all selling radio equipment—using his windows to reach out and get the interested public into his store? Why, he's putting some supplies, a loud-speaker horn, some wire, insulators and so forth in his window—topping it all off with a sign "Radio Supplies" and letting it go at that.

An Idea for a Live Radio Window

I visited the largest electrical dealer and contractor in a prominent town in Washington. His window

was filled with an assortment of wireless supplies, none of which meant anything to the layman. Inside he had a detector set with a two stage amplifier hooked up to a loud speaker. While I was there he was receiving a program coming from Seattle and I noticed that customers in the store remained to listen as did others who came in during the concert.

"Why don't you take that horn and put it outside so the passers-by can listen?" I asked the dealer. "Put a sign under it stating that the music is coming from Seattle and that it is possible for anybody to have a set like this and similarly receive music

Put a Baby in the Window and Draw the Crowds



That's what the Merchants Heat and Light Company, of Indianapolis, Ind., did when they demonstrated the "Baby" electric iron with the help of Young Moore III, age 25 months, and the third of the same name as the vice-president and general manager of the International Electric Company of Indianapolis, makers of the lilliputian iron.

U. G. Rothchild, manager of the Merchants' company's appliance department reports successful sales of the little irons, and crowds that blocked the sidewalks all the time the baby was in the window. Two storks with napkins fastened with safety pins and each carrying an iron, completed the setting of the display.

in their homes. Put in a transmitter and announce to the audience just what they're listening to and how you are prepared to show them how to make their own sets and sell them the inexpensive parts to make it or to sell the complete set already to operate?"

"That's a good idea—I'll do it," said the dealer and I hope he did.

You electrical dealers who are selling radio equipment—remember that your windows are your most important sales weapons. Use them intelligently. Display your equipment orderly and attractively. Have neat cards lettered explaining the names of the various parts and the character of the assembled equipment. Put together the parts necessary for the ambitious amateur to buy in order to make his own set and have a set made showing how the finished product looks. Install a complete miniature installation from aerial to ground connection—explaining with cards each part and giving the layman some idea of the equipment necessary for the reception of wireless broadcasting.

Make Your Windows "Talk"—and Sell!

Try putting a horn outside so that the passers-by will be stopped as they attempt to pass your store—and come in! In other words, liven up your windows—make them talk and sell radio equipment for you.

A lively interest is being expressed in washing machines. I have seen many dealers' shops in which a demonstrating machine was running in the entrance of the store right off the street. These machines have sides of glass and are kept running so that the operation of the mechanism is visible. They are generally filled with water and nothing else so that the passer-by who is stopped by the action and the noise sees only a lot of water being splashed around and goes away wondering what the idea is! Some clothes in the machine would help mightily, and a small clothes line strung above with two articles of clothing on it—one dirty and the other clean bearing the old time favorites, "Before" and "After"—would tell and sell the story.

The best washing machine window I saw consisted of a wax figure of a man in his shirt sleeves bending over a wash tub and board on one side and a wax figure of a woman in neat apron comfortably seated in a rocker reading while a glass sided washer

was actually washing clothes. The signs read—"If Hubby did the washing just once as his wife does it all the time—she'd have a Blank washer by next wash day!"

A number of women and some men were standing before that window and I heard one woman say, "Isn't it the truth, Florence? I'm going to bring Jim down to see this."

And the interesting part of this display is that it was in a furniture store's window. And thereby hangs a tale.

Manufacturers' Trims and Products

In another town I saw a fan display—a particularly effective one that was given to the dealer by a prominent manufacturer. This display was well set up and the movement in it caught and held me. The interesting thing to me was that not a single fan of the particular manufacturer who gave this expensive display to the dealer was in the window—but every other make seemed to be.

This brings me to another point. The aggressive companies manufacturing and distributing electrical equipment realizing as they do the importance of window display advertising spend considerable time, effort and money to produce attention getting displays for you. This material is furnished to the dealer so that with minimum effort and expense he can trim your windows attractively and effectively. These displays are costly and represent considerable effort and thought. Use them—and use them in the manner for which they are intended. It pays! And play fair with the company that gives you the display by using its apparatus in connection with it.

I have a note in regard to a clever vacuum cleaner display I saw in the Middle West. A round, nickel-plated serving tray, mounted on which were shell glass tumblers, occupied the center of the window and around it vacuum cleaners were displayed. A bronzed ball was going 'round and 'round the tray without any visible means of locomotion.

"How does it work?" I asked one of the spectators.

"Blamed if I know," was the answer.

A sign placed behind the moving puzzle read—

"What makes it go? Tell us and get a \$10 credit on a vacuum cleaner."

I went into the store, saw the

manager and, after telling him who I was, complimented him on the display.

"I suppose you know how it works," he said.

"No, I confess I don't."

"Well you have lots of company. You'd be surprised to see the people who come in and tell us the trick—or rather try to. We hear of everything from magnets to perpetual motion and not one has as yet solved it. We are courteous to every one advancing an opinion—never laugh no matter how grotesque the explanation and politely steer the conversation into vacuum cleaner channels. The display has been in three weeks and results are very satisfactory. We'll keep it in till somebody gets the \$10 prize."

"But you haven't told me how it works."

How the Spinning Ball Works

"It's simple. We have a vacuum cleaner running in the basement with a hose attached to the exhaust. We bring the hose up through the floor of the window and put a radiator tool on the end and point it so that the stream of air just catches the edge of the tray. The ball is started running and when it comes into the stream of air is sent around again and so on. The trick is to conceal the hose as we've done with the velvet and make sure that there is no movement in the window by which the air stream could be traced. By putting the cleaner in the basement we are able to eliminate the noise of the running motor."

Trick and mystery window displays are always good as attention getters but be sure to tie the apparatus into them—as was done in the vacuum cleaner display.

Give thought to your windows—keep the glass clean and change the displays frequently. I know of one man whose shop is off the main street and yet before whose windows you will always find people. This fellow changes his windows every week and makes them interesting—so interesting that people go out of their way to see them. You can do the same thing—the electrical business holds forth many splendid possibilities for really effective displays. Use your wits and the window display service of the manufacturers and jobbers whose goods you sell. All of them will gladly co-operate with you to change dead windows into live ones, sales and profits.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas



Stage a "Radio Wedding" in Your Community This Fall! Here's How—

Another way to use radio broadcasting to win publicity for the Electrical Home idea has been discovered in California.

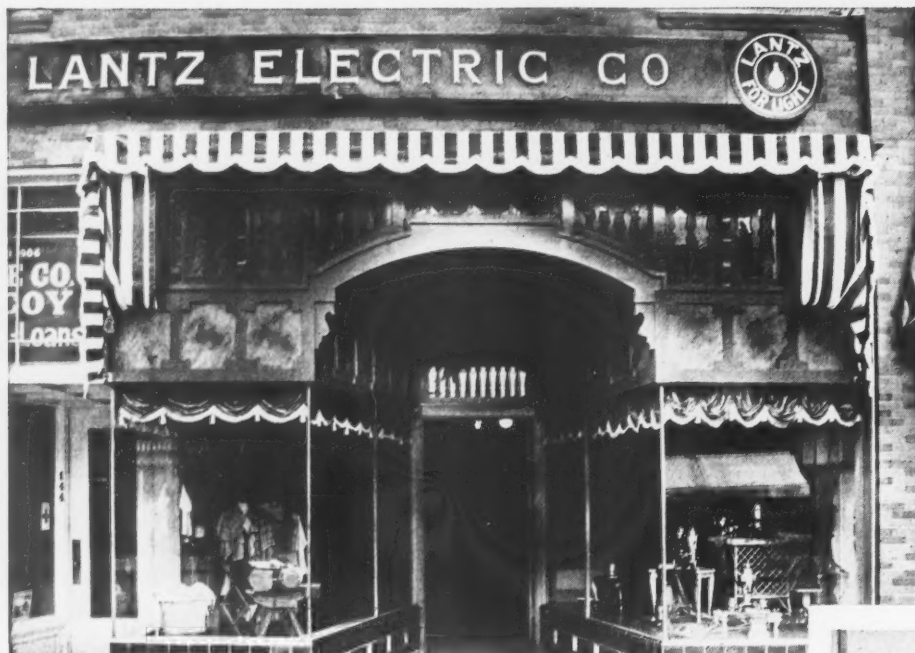
It is "The Radio Wedding."

An intending bride and bridegroom were first found who were willing to have their wedding ceremony performed at a radio broadcasting station and so "listened to" by thousands of radio fans in the vicinity. To this happy couple the local electrical dealers then donated enough electrical wedding gifts to insure a complete home electric. For several weeks these gifts to "the Radio Bride" were exhibited in a prominent downtown window (note lower photograph) where they attracted wide attention. The newspapers printed advance stories about the Radio Wedding, including the list of electrical gifts and the donors.

Now it is well known that every woman will break her neck to go to a wedding, and with this intense feminine interest in nuptials, it can be guessed that every housewife and flapper within miles who could get near a headset or loudspeaker was "listening in" when the ceremony started. The words of the minister, bride and bridegroom, and the wedding music itself, all came distinctly over the radio, followed by an announcement of the electrical gifts and the givers.

The radio wedding pictured was staged by the California Co-operative League at Rock Ridge Station KZY.





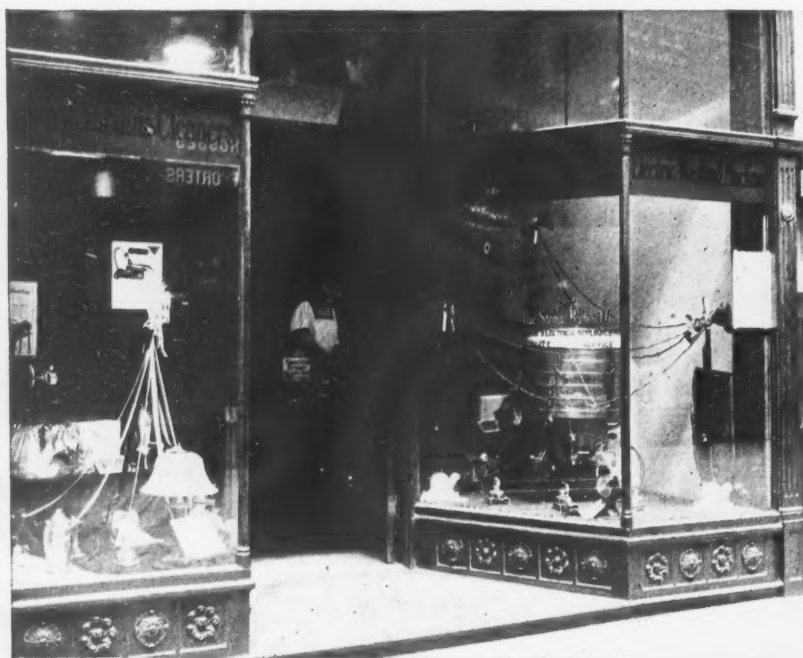
Deep windows, spotless glass, a hospitable entrance—who wouldn't enter?

"Come and Buy— Your Window Can Sell Your Goods

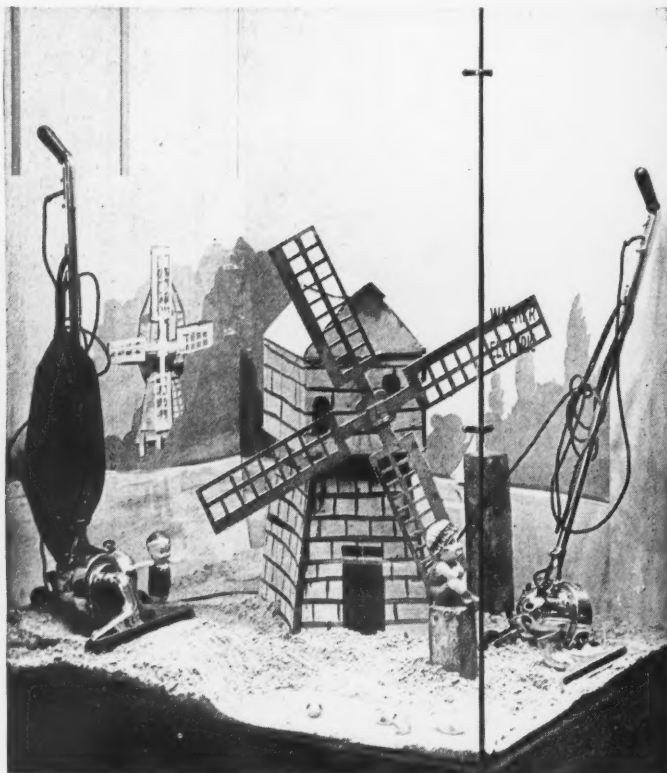
One of the heads of a widely known New York department store recently said:

"To economize on the window display or store front is the worst kind of false economy. If you must economize somewhere, don't let it be there!"

That department store manager also emphasized the need of *planning ahead* for the best window display effects. On these pages the dealer will find ten representative store windows exemplifying ten fundamental selling ideas, and he



"Gifts for the Bride" make a window where all stop and linger.



Kewpies, coolness, cleaners—and a little seaside sand—help sell an idea.



A Chinese launderer "doing it electrically"—no wonder the crowds gape!



A good example of the clever posing of life-size cardboard "cut-outs."





ds

Come and Buy!"

If You Make It Interest Passers-by

could do nothing better, one of these crisp, sunny days, than to stand in front of his store, facing his windows, pages in hand, and jot down definite plans for using whatever he finds adaptable in these displays for his own use—plans for at least a month ahead, too.

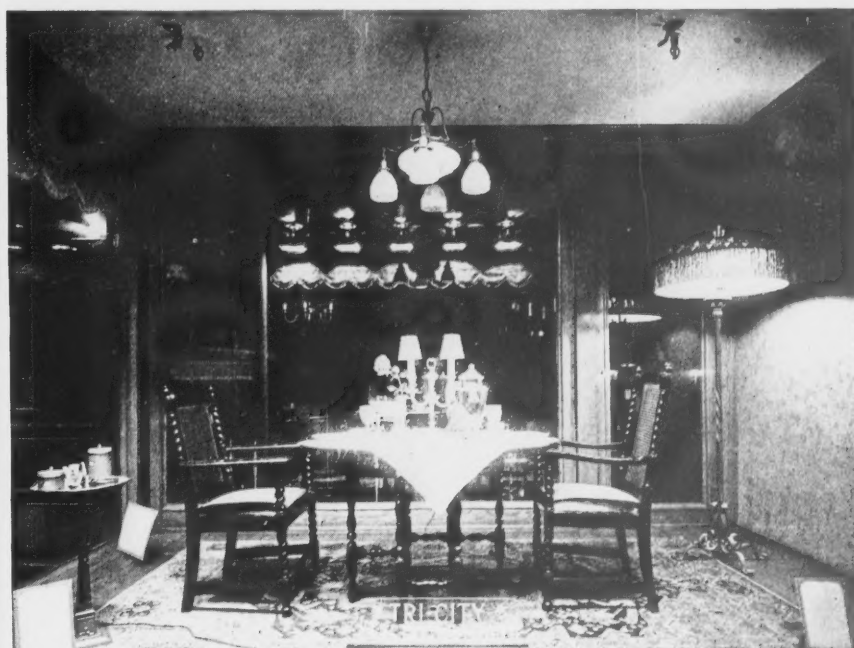
In September, buying and selling are just about taking their running start for the annual race that ends at Christmas. To the winner belong the spoils—but to the window display belongs a large share of the credit!



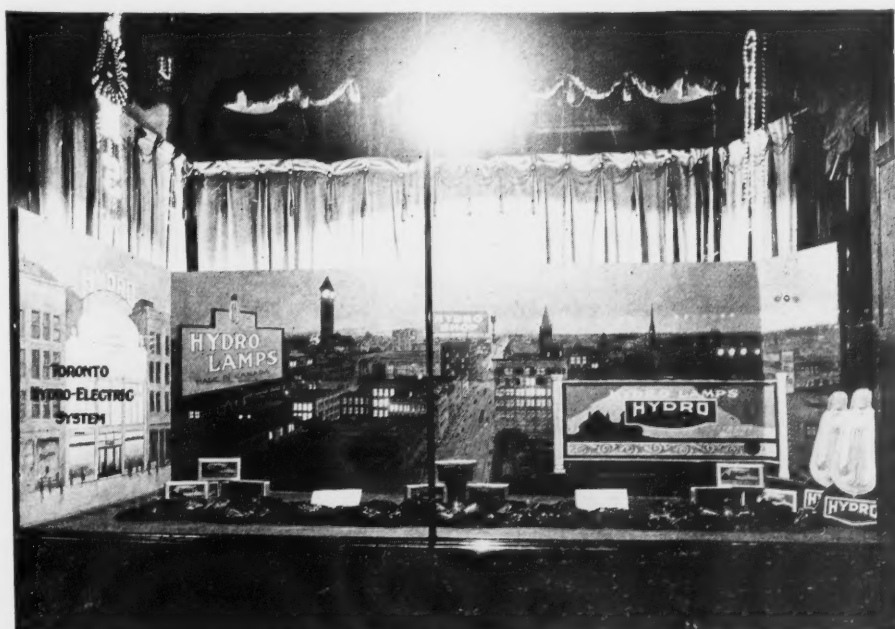
Putting the washing machine where folks can see it—in delivery cars and in the doorway.



Have you a second-story window that can be used like this?



A corner of a Home Electric just comfortably fills a good-sized window.



"Main Street" at night—a novel window display idea from Canada that can be adapted to any town.



But of course, first, last and always—the live demonstrator!

Nashville's "Home Electric" Featured a Movie

By W. W. Gambill, Jr.,

Sales Manager, Braid Electric Company,
Nashville, Tenn.



IF I told you that the Electric Club of Nashville had put over the greatest Home Electric in America, you would seriously question my statement, so I will only say we have put over the greatest Home Electric campaign that my imagination can conceive of. We have a town, as you know, of about 130,000 persons, and naturally unlimited finances were not available.

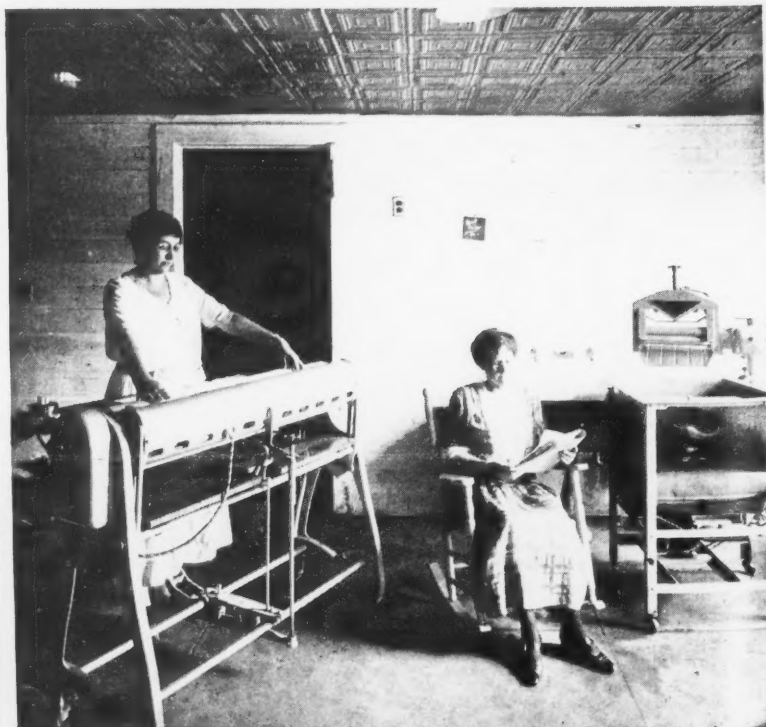
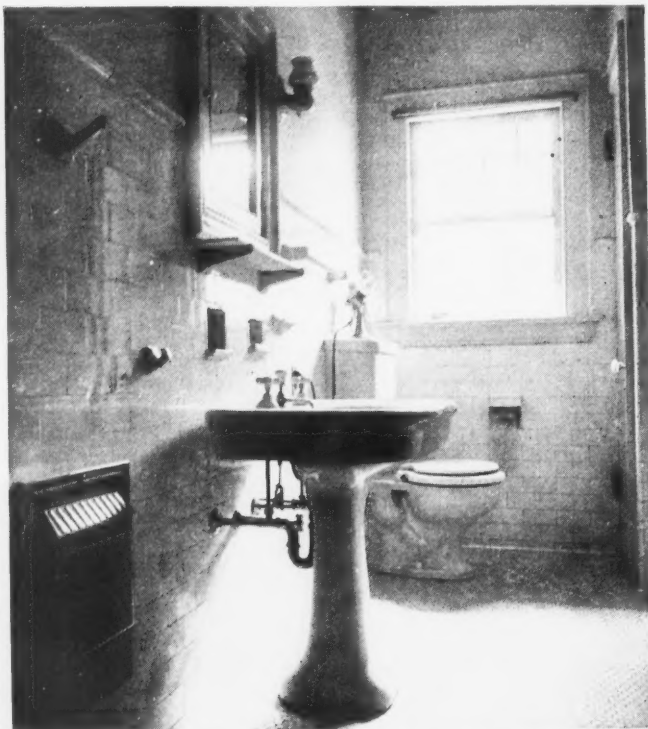
About April of this year, some of the members took hold of the Home Electric project aggressively, obtained a live home-builder, and made definite plans. The wiring of the Home was laid out and a committee of one man appointed to handle this end of the job. Then we had in addition the following committees, which were as small as consistent, so as to fix individual responsibility for everything: Lighting Fixture Committee, Advertis-

ing Committee, Appliance Committee, House Committee, Attendance Committee.

The heads of these committees composed the General Home Electric Committee.

Now for the results. As this is being written, the Home has been open for two weeks, and we have had an attendance of approximately 10,000. Nearly 3,000 people were there on Saturday nights. And last week twenty-three ranges were sold in Nashville, whereas before the opening of the Home twenty-seven was the most sold during any whole month.

Our Home Electric booklets, distributed to visitors, constitute a permanent reference guide and give a complete list of the electrical appliances necessary to make a real "electrical home," with costs of operation. The advertising committee ran advertising practically every day in both newspapers for a month,



Actress, Some Aeroplane Flights and a Burglary

from July 10 to Aug. 12. The newspapers have co-operated and given us all the publicity we needed, and we feel that there is now no one in Nashville who does not know that the Home Electric is open to the public.

But we didn't forget the unusual publicity stunts which get the Home talked about, either. Here are a few of those used:

Aeroplanes were flown over the city.

A burglary took place at the Home—after which the chief of police approved the burglar alarm system installed at the house.

Miss Maude George, movie actress, appeared at the Home and showed "Foolish Wives" how to be sensible through the use of electrical appliances. (Miss George's picture, "Foolish Wives," was being shown at

a local theatre the week she visited the Home.)

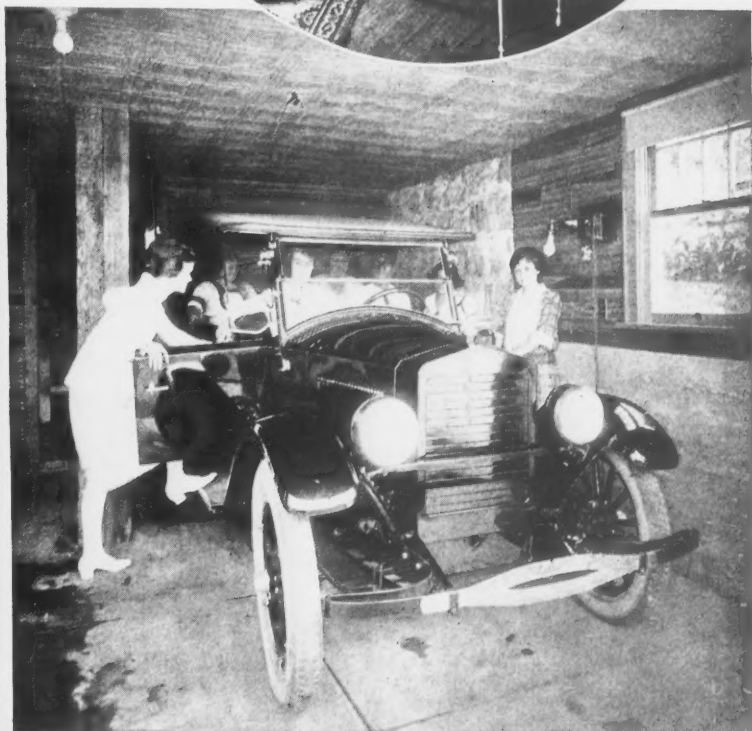
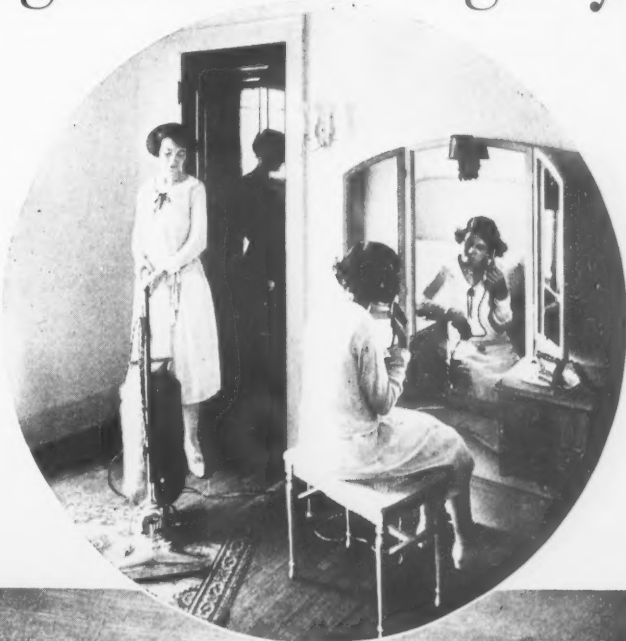
Civic Club Nights were held.

A radio receiving outfit was connected up and gave concerts for visitors.

Electric cookery demonstrations were given.

Metal arrow signs pointing the way from various points in the town toward the Home, and an electric sign pointing down from the car line to the Home, and individual signs on every street car, helped keep the Home Electric before the public.

Personally, since I have been in one of these campaigns and have felt the results directly, I believe I can say that the Home Electric is the greatest opportunity ever presented for the inexpensive advertising of the electrical idea.





The McGraw-Hill Building, Tenth Avenue and Thirty-sixth Street, New York.

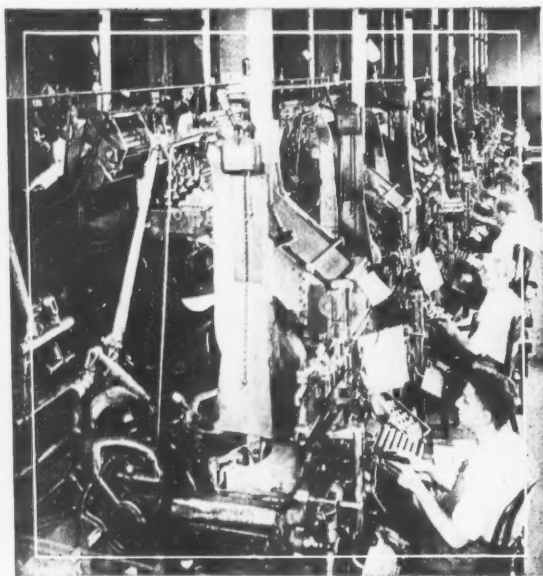
A Picture Journey Through

A Fall season of unprecedented electrical prosperity is now at hand. With this great activity in the electrical trade and industry there is thrown upon the electrical publications a corresponding heavy responsibility to serve their readers with the latest and most complete electrical news and information.

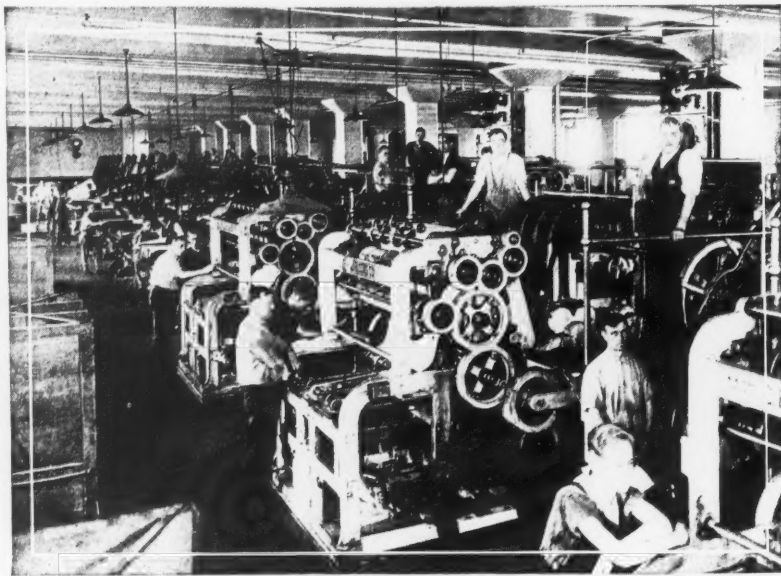
To show the great staff and plant facilities behind *Electrical Merchandising* and its sister publications of the McGraw-Hill Company—the largest industrial publishing organization in the world—the editors of *Electrical Merchandising* have prepared these pictorial glimpses of our home office and plant, feeling that our readers will be interested in seeing the physical equipment available for rendering the fullest measure of service to the electrical industry.



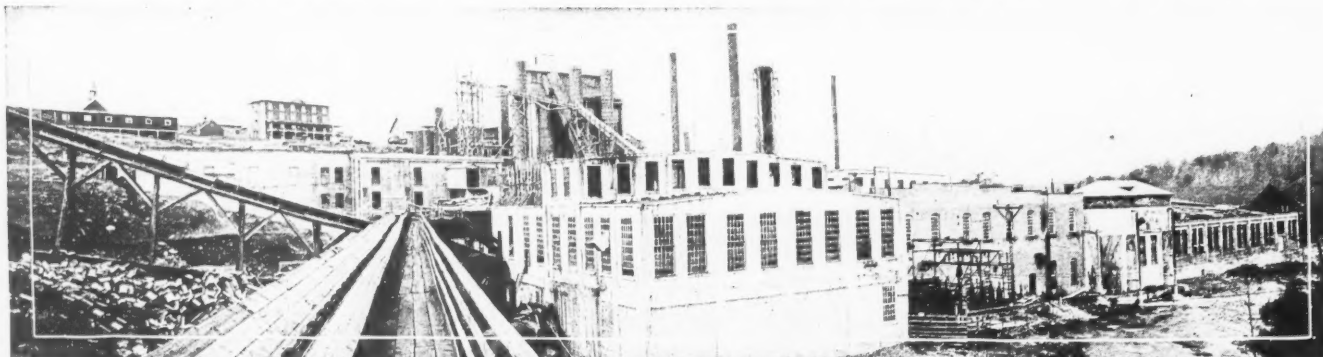
Our reception room—where we want to shake hands with you some day.



The bank of twenty-four linotypes or typesetting machines in our composing room.



One side of our pressroom, where thirty-three presses print 7,500,000 publications a year.



Our great paper mill at Newton Falls, N. Y., in the center of our 17,000-acre tract of Adirondack timber land. This vast \$3,500,000 paper-making property insures the McGraw-Hill Company against any future print-paper shortage such as we suffered in 1920.

the Home of Your "Electrical Merchandising"

The McGraw-Hill Company's Building and Plant in New York



Above—The men who write the advertising copy.



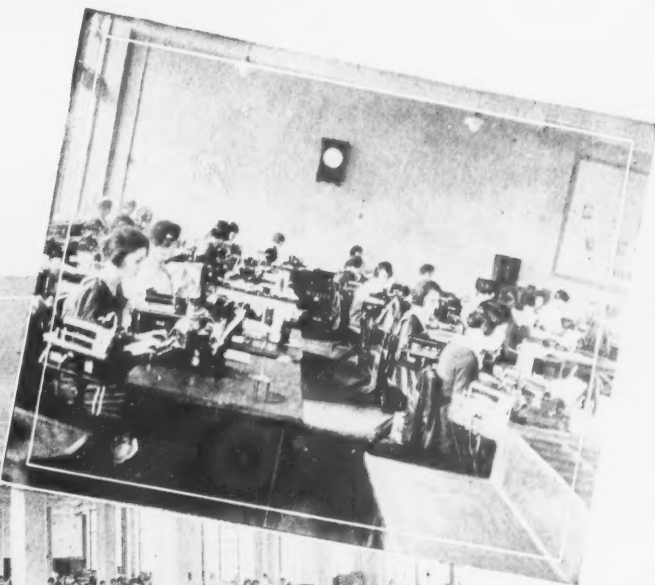
Above—Our advertising artists at work.



Left—The illustration and drafting department.



Above—Where the books are kept—the accounting department.

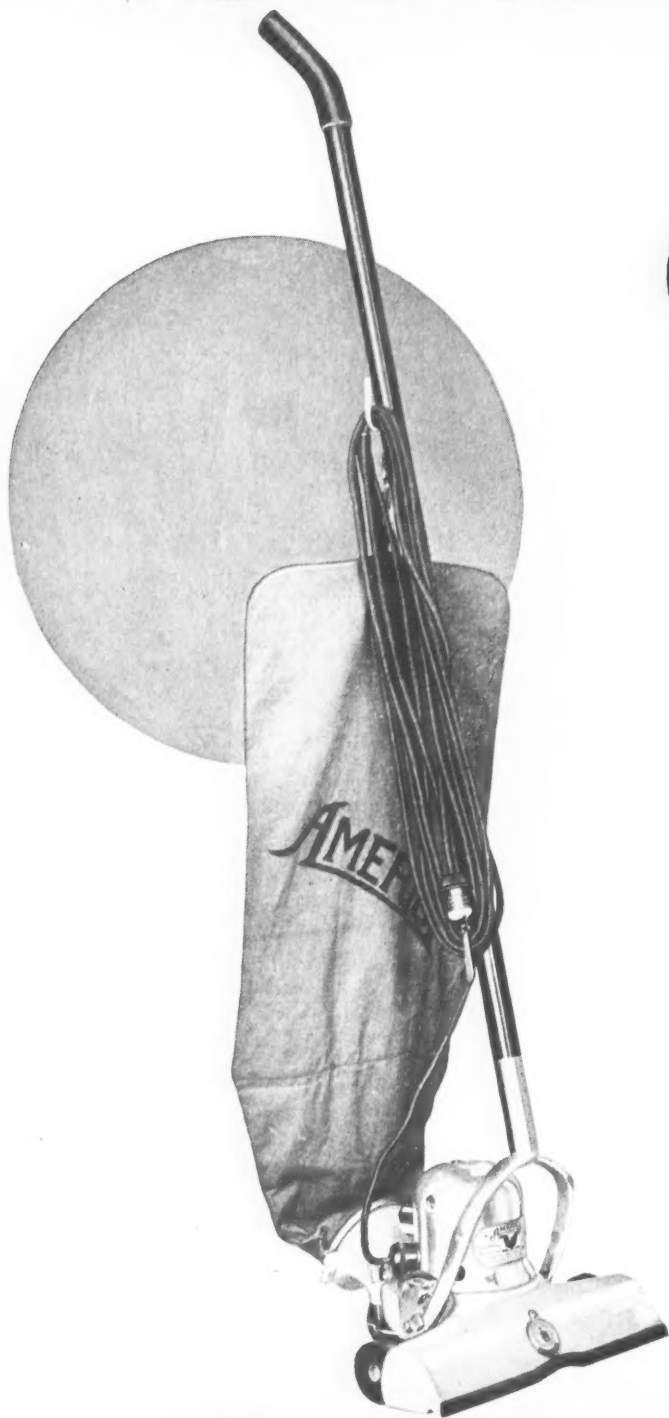


Above—A corner of the typewriting department. A few of the ninety-five girls who write our letters to you.



At left—The circulation department. The staff who keep track of subscriptions and changes in addresses.

100% Profit



*Over,
Under
and
Thru*

AMERICA

Over, Under

A Liberal Financing Plan

Our booklet—"Selling on Time For Cash"—presents our idea of the most successful foundation of relationship between the manufacturer, dealer and consumer. It explains in detail a plan that solves for the dealer a most important factor of selling Electric Cleaners—a plan that removes the last obstacle to volume sales.

Our Co-operative Sales Service is available to any live dealer who is interested in a permanent and profitable Electric Cleaner Department. A Cleaner Campaign under our Co-operative Sales Service Plan means—quick sales, rapid turnover and large profits for you. Our Sales Service Men can build a permanent America Sales Force for you that will *get the business* anywhere.

And above all, you are selling a product that gives the kind of satisfaction your customers rightly expect, because:

AMERICA'S FRONT AIR ARCH—Picks up thread and string. Puts it in the dustbag. Not on the brush.

AMERICA'S DOUBLE SIZE MOUTH—Permits greater air suction. Gets twice the dirt with half the effort.

AMERICA'S TWO-WAY BRUSH—Is belt-driven at correct speed. Combs the nap both ways. Gets the dirt going and coming.

AMERICA'S BASEBOARD DUST-TUNNELS—In connection with America's doubly powerful air suction, draw the dust sideways from underneath the baseboards.

Write or wire—TODAY—for complete information regarding America's Financing Plan and Co-operative Sales Service.

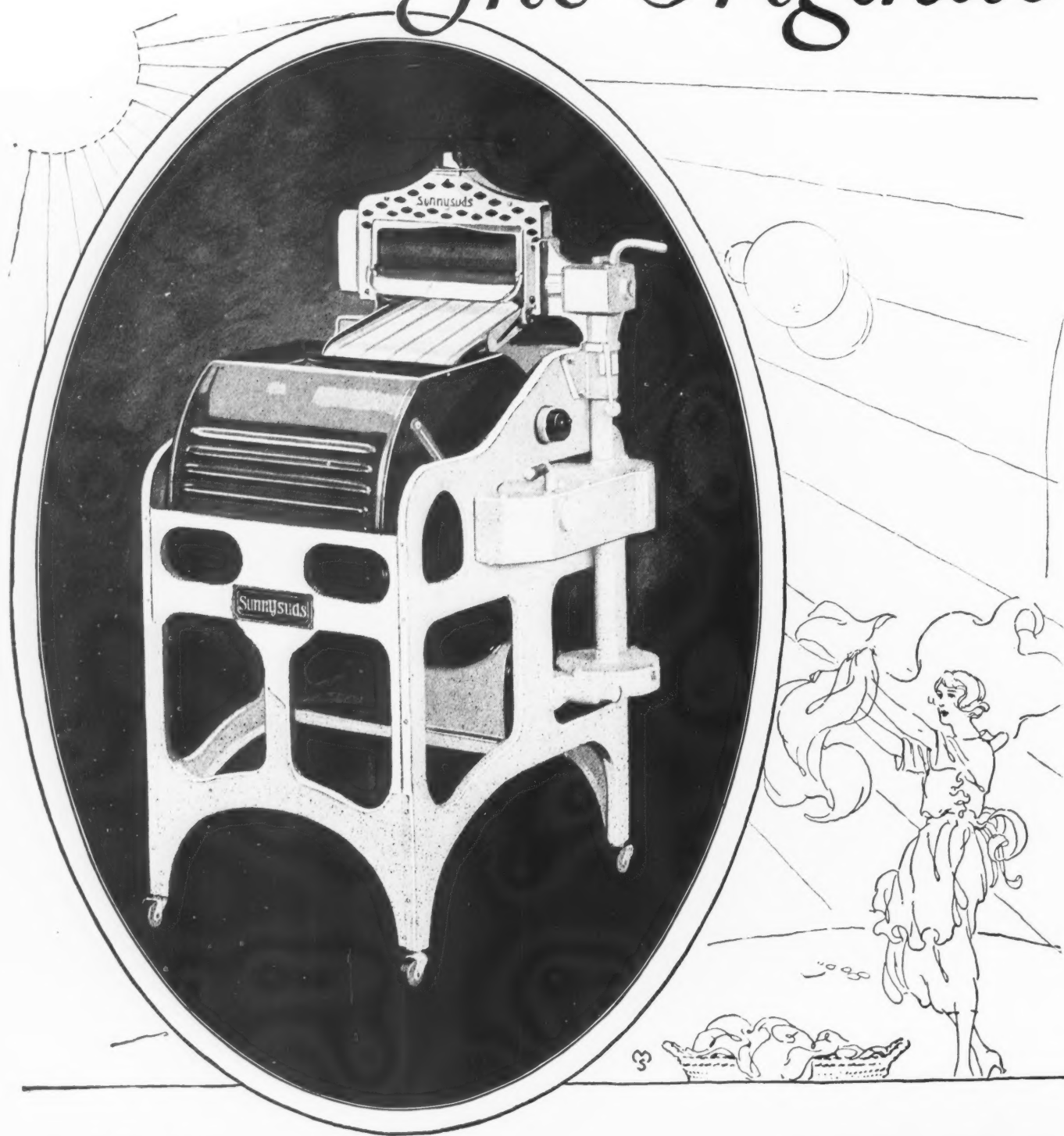
THE WISE-McCLUNG MANUFACTURING CO.

500 Eighth Street
New Philadelphia, Ohio

Note: We can use a number of experienced specialty salesmen who are equipped to qualify for positions of District and Divisional Sales Managers.

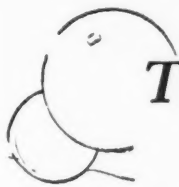
CLEANER *and Thru*

The Original



Sunny

Moderately Priced Cabinet Electric Washer



The Sunnysuds Has Lost None of Its Sensational Appeal. Still the Acknowledged Leader

The astounding success of the Sunnysuds from the day of its announcement 18 months ago, has resulted in its being accorded the highest tribute possible—that of nationwide approval.

That the Sunnysuds should have enjoyed an amazing popularity from the outset is easy to understand. It was the first high-grade, all-metal cabinet electric washer to retail at a moderate price. It was announced at a time when the public was unwilling to purchase higher priced washers, and was actually waiting for a machine within reach of its purse; and when dealers, unable to move higher-priced washers, were eagerly seeking one that could be sold in volume—and with profit.

So it is easy to understand why our first year's output exceeded 20,000 Sunnysuds, and why the number of dealers actually selling this remarkable washer should increase from none to more than 1100 in the same time. It is also easy to understand why others have freely adopted the idea

originated by Sunnysuds, of building a washer to sell for a moderate price.

The Sunnysuds of today is even better than the original Sunnysuds which created such a sensation, and won such enthusiastic approval on the part of dealers and the public. It embodies sound refinements and improvements made in accordance with our established policy of bettering our product wherever possible.

With its marvelous action tub that is the result of many months experimentation and development, and with every part and detail having successfully withstood the gruelling test of service in 20,000 homes, the Sunnysuds today is not only the original, but we believe, the finest all metal, moderately priced, standard size, cabinet electric washer!

Although our dealers number over 1100, there are still some localities where able, aggressive dealers can secure the valuable Sunnysuds franchise. Perhaps your town is one of them. Write at once for complete details.

SUNNY LINE APPLIANCES INC., Detroit, Michigan

Canadian Factory: Kitchener, Ontario

(30)



suds

Electric Washer & Wringer

How Electricity Helps the Traffic Policeman



Every city and town has its traffic problem, and into the handling of the streams of autos, trucks and pedestrians at busy crossings and corners, now enters electricity and electric signals.

New York City's newest traffic control lamp, shown at the left, is especially adapted for long thoroughfares where traffic must be simultaneously directed at several points. This lamp has a revolving top, as pictured. An officer at even a remote station, by simply pushing a button, can operate any number of these lamps along an entire thoroughfare. A bell automatically rings when the lamp turns. (Insert—The panel board installed in the steel cylinder lamp base.)

Right—The traffic policemen at dangerous crossings or turns in Camden, N. J., are spotlighted by lamps suspended from overhead wires.

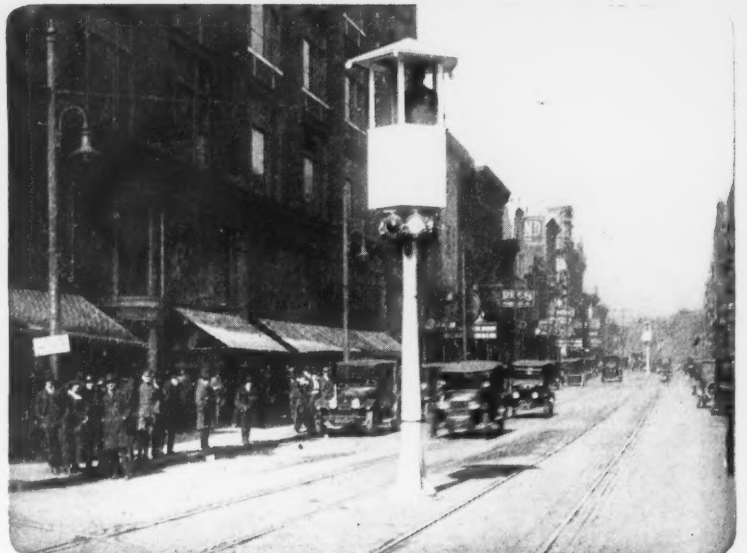


Above—Two advantages of these traffic towers used in Detroit are the protection from traffic and weather afforded the policeman, and the ease of watching traffic in all directions.

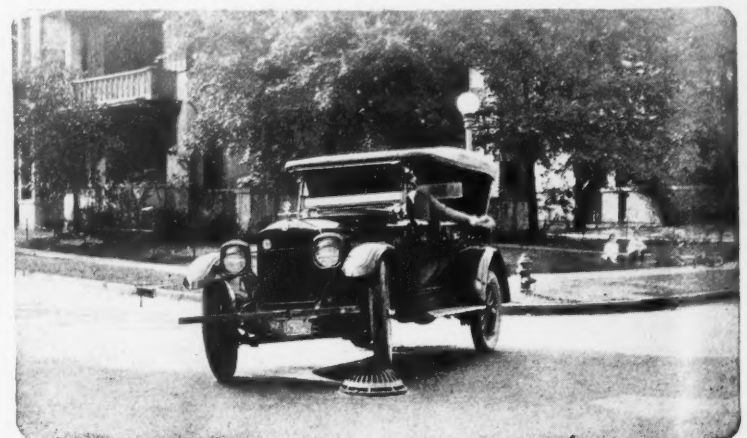


Left—A revolving cylinder, in the center of a post, is the idea that has been used in Milwaukee. A small light at the top changes with each turn of the cylinder and so directs traffic.

Right—This low-lying "mushroom" for marking a street intersection flashes a vivid yellow light at night—and is built to stand any crushing strain to which it may be subjected.



Above—Knoxville's twelve traffic booths, with their red, white and green signal lights, are connected by a private telephone system so that all work in unison.



Financing the Radio Department

WHEN a retailer enters into a business where the market is undergoing a change such as the radio market is now undergoing, he should look past the present horizon of quick dollars into the future of steady profits. The progressive dealer aims to sell reliable products and reliable service. Where products and prices are apt to change, the purchase of stock should be on the basis of what can be sold six months from now, as well as the present.

Reliable manufacturers exercise care in the introduction of new articles. No manufacturer that intends to stay in business will introduce a new article that lessens the sale of one already on his market without making provision for taking care of his dealers and their service to customers. One may feel confident that the radio receiving unit is already developed to a point where no new device is likely to be brought onto the market that would make stock already there entirely unsalable. Products, prices and service have a direct bearing on the financing of a radio department or store. Not only the nature of the product, but the nature of the demand also, must be considered.

Electrical Store Logical Channel

The sale of radio receiving units is intimately related to the sale of all electrical devices. The electrical store is the logical source of radio supplies. For many years the users of electrical things have looked to the electrical store for dependable electrical merchandise. In consequence, therefore, radio—the recent addition to the electrical appliances and devices, should be sold in the retail electrical store. The present customers of electrical stores should not be required to go somewhere else to make purchases of radio. The butcher-shop, the stationery store, and the pawn-shop will have to quit as radio outlets if the electrical dealer will rise to the occasion. Let him sell, and service radio materials like other electrical things and he will have no difficulty in keeping the sale of radio in its logical channel.

What then are the questions to be

answered in connection with the actual financing and opening of a radio department, especially in the electrical store?

Where Shall the Money Come From?

The first one is: Where shall the money come from? Obviously, a radio department or a radio store cannot be opened up and maintained without capital. To open up a department new capital must be brought into the business or else capital must be drawn from some other department. If new capital is brought in, other departments need not be handicapped by the new radio department. They may, and ought to, be stimulated by the new line. Just where the dealer shall obtain the new capital is, of course, a question that must be answered according to the facts in any particular case. It might be well for the dealer to consider taking in a partner, with money to invest. The partnership need not cover the business of the other departments; it may in fact apply only to the radio department. Where capital is withdrawn from established departments of a business, care must be taken that these departments are not crippled. Nothing could be more unwise than for a dealer to sacrifice the assurance of sound profits in one or more veteran departments for the mere chance of profits in a "rookie" department. Invest wisely, don't gamble.

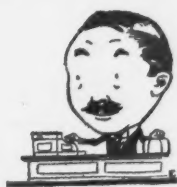
The second question is: What kind of radio receiving units can my store sell? The answer to this question is found chiefly in the analysis of the people to whom the store can sell, depending on the neighborhood.

No matter how enthusiastic a dealer may be able to make people over wanting to own a receiving unit, he will be unwise to make a sale of a \$75 unit, for example, to those who do not have the money to pay for it. If the store's sales are limited to people whose earning power is too low to buy expensive units then it must be determined to stock principally inexpensive crystal sets or merely parts for building units. While it is true that a good many units are being built and will continue to be built solely because of a liking for the work, building a set is still cheaper than buying a complete unit. That therefore will be the motive for a good many people in the future for buying radio parts. In the neighborhood where the purchasing power is limited, lower price units and parts will have a better acceptance.

How Location of Broadcasting Station Influences Radio Stock Investment

If the store is located in a well-to-do neighborhood there will be an opportunity to sell the higher priced receiving units and perhaps the large cabinet style units. While the neighborhood electrical dealer has a comparatively simple situation, the centrally located store has a much more difficult one. Since the centrally located dealer does not serve any particular community, he will be able to stock both inexpensive and higher priced units. Or if it be in line with his general store policy, he can stock either kind to the exclusion of the other. The centrally located store can also stock parts in addition to its complete line of various makes of receiving units.

It is more than probable that within another year every town of any size at all will have a broadcasting station located in it. In the meantime, however, the radio department can stock only such receiving units as operate successfully when installed



What Amount Should Be Invested?

Where Shall the Capital Come from?

Making the Radio Department Show Individual Profits.

Back Up Financing with an Aggressive Sales Policy.

by the various customer of the store.

Where the capital invested in the electrical store is under \$5,000, it is advisable to limit the initial investment in the permanent radio department to approximately \$200. Stores limited in capital such as an investment of under \$5,000 represents, are ordinarily located in neighborhoods with restricted purchasing power as the survey of the people who can be sold will indicate. The money should therefore be spent chiefly in buying crystal receiving units, if broadcasting conditions will permit, and in parts for building audion units.

How Much to Invest in the Radio Department

A Chicago dealer of the kind described above invested \$230 in the purchase of ten \$14 list complete crystal receiving units, two crystal detectors, two double slide tuners, two condensers, four variometers, four audion bulb panels, six sets 2,000-ohm telephones and a limited quantity of aerial wire insulators, etc. His stock sold within three weeks at a gross profit of 25 per cent. He naturally re-ordered on the basis of what sold the quickest. It was found that parts for building

sets sold the easiest, as a previous analysis of the prospects had indicated. The radio department in that particular store will limit itself therefore to the sale of parts. The owner of the store is educating himself on radio and hopes to increase his future radio profits by assisting his customers in the installation and operation of radio units in the home.

In electrical stores where the investment is between \$5,000 and \$12,000 the initial investment in the radio department can be increased to approximately \$500 to \$600. Depending, of course, entirely upon the analysis of prospects, a \$600 investment in radio can include a few audion bulb units under \$100 list, auxiliary batteries, audion bulbs, parts for building sets, etc. Where broadcasting conditions permit the use of crystal sets the complete crystal unit and parts for building a crystal set will comprise a complete radio department. The store of this size requires usually either a good-sized community or central location. This condition permits the profitable stocking of a larger variety of goods.

The radio department in the electrical store can be modeled after the section in the average electrical store

devoted to the sale of table heating devices. A glass counter display and the shelves directly in back of it devoted to the radio stock can be sufficient. In stores where the investment is around \$10,000 the volume of business usually permits the employment of one and sometimes even two clerks. The store proprietor can assign one of his clerks to handle the radio sales.

It must be remembered that if it is found that radio sales are on the increase there is no real reason why an arbitrary stock investment limit should handicap profits. The purpose of setting any sort of limit on investments in stocks is to control stock turnover, the key to retail profits.

There is another group of stores where the invested capital is between \$12,000 and \$25,000. Stores of this kind located in downtown districts of fairly large towns can open a fairly extensive radio department on an initial stock investment limit between \$1,000 and \$1,500. Where the capital investment in the store is in excess of \$25,000 there can be an increase of the initial stock investment in proportion with the determination of the management to go after radio business. In some of the larger electrical stores investments in the radio departments now total \$4,000 to \$5,000 and in a few cases where dealers have installed broadcasting stations the investment is over \$25,000.

Make the Radio Department Show Individual Profits

In stores where the radio department represents an investment of \$1,000 or more the department should be put in charge of not necessarily a radio expert but a man who is thoroughly familiar with radio parts, installations and hook-up problems. A department of this size can include a large variety of higher-priced receiving units, parts and supplies of all kinds. It can carry large sets and make installations of them in hotel lobbies, offices, lodge halls and similar places. The large radio department will eventually have outside salesmen to promote the sale of receiving units to business institutions where the receiving unit will be of commercial value.

Just as soon as you have purchased your initial stock of radio, you should provide a separate section in your store for it. Radio ma-

A Jobber's Radio Broadcasting Station



The firm of McCarthy Bros. & Ford, Buffalo, N. Y., is one of the few electrical jobbing houses of the country which conducts its own radio broadcasting station. "Finding it impossible to interest any local newspaper or other interest to the extent of buying and establishing a station we decided to do it ourselves," explains E. D. O'Dea. "The program on the opening day was quite elaborate, consisting of addresses by the mayor, the superintendent of public education, the president of the Chamber of Commerce, the president of the Western

New York Radio Association, and two representatives of the clergy. In addition to these addresses there was a varied musical and singing program. Our programs conducted on Monday, Wednesday and Friday evenings have consisted of an address on some topic usually of local interest, the reading of bedtime stories and a varied program of singing, orchestral and solo instrumental music made up entirely of local volunteer talent but nevertheless of a high quality. We have found this effort of ours well worth the investment.

A New Use for Old Umbrellas



Emory Zimmer of Cincinnati and his portable radio set, the receiver of which consists of wires stretched on an old umbrella frame. He takes it to school with him 'neverything'.

materials should be kept separate from the rest of the stock so that the stock turnover can be controlled separately. They should be kept separate so that the radio department will stand or fall on its own merits.

The margin of profit on radio materials at the present averages 25 per cent. There are also quantity purchase requirements in order to secure maximum discounts which have to be considered very carefully in connection with keeping the proper stock turnover. With an average margin of 25 per cent a relatively quick stock turnover must be secured in order to show a substantial profit. It is almost necessary to keep stock limited so that it will turn at least five times a year.

Take, as an example, the store which invests \$500 in radio. On the basis of five stock turns at a 25 per cent margin the yearly radio sales amount to \$3,333.33. The sales at cost are \$2,500 leaving \$833.33 for overhead and profit. The cost of doing business for the entire store is 21 per cent but for the radio department it is 18 per cent of \$3,333.33 equals \$600. Subtracting \$600 (cost of doing business in the radio department) from \$833.33, the net profit is \$233.33—\$233.33 is 47 per cent of \$500, which is that amount of money tied up in the radio department at any given time during the year.

If, on the other hand, the stock turnover was only three times the sales would be \$2,000; sales at cost

\$1,500; and the margin for overhead and profit \$500. Assuming a departmental cost of doing business of 18 per cent as above, the cost of doing business in dollars and cents would be \$360. This amount subtracted from the \$500 leaves \$140 profit, which is 28 per cent of the average amount of \$500 invested in the radio department, as compared with 47 per cent on five stock turns.

It is not meant when a stock turnover rate of five times is suggested for the radio department that every part or radio accessory should turn that many times during the year. What is meant is that the average stock turnover should be five times. Thus if a number of items turn only three times a year then a sufficient number of other items should turn six to eight times, so that the average will be five times.

Charge the Department with Proper Expenses

Stock turnover can be speeded by increasing sales, or by limiting stock investments when sales remain at a given level. If it is found that sales in the radio department increase, stock investments can be increased and still keep the turnover rate at an average of five times a year. This will guarantee a proper return of the investment in the radio department.

With the rate of turnover for the radio department under control it follows that the expense of operating the department must also be controlled. Charge to the radio department only such proportions of the store's rent, light, heat, advertising and selling expenses as you can estimate belong to the sale of radio materials.

Thus if the radio department will cover one-fifth of the store space, in determining whether the department is a profitable part of the business—as a department—only one-fifth of the rent can be charged against it. Work out similar proportions on all other carrying expenses and charge the radio department with its proper proportion. With the selling expenses the proportions can not be accurately divided and it is often wise to charge the percentage sales cost of the entire store to the department, excepting, however, instances where people are employed in the department and spend all of their time in it, or where the department is advertised separately from the rest of the store.

The electrical dealer should not gage future radio sales too strongly by present market conditions. The radio department should plan to become an active healthy part of the entire electrical store and at once adopt an aggressive sales policy.

Window displays, advertisements, sales talks are at the present more or less evidence of ability to deliver outfits. In the future radio receiving units will be sold through convincing people that the radio unit is enjoyable household device, or that it is valuable to the business institution. Very little can be said as to the amount of advertising dealers will have to do. Manufacturers will undoubtedly begin to advertise nationally. Dealer advertising under conditions where manufacturers advertise their products nationally is relatively a simple tie-in problem. If, however, no national advertising is done of radio receiving units the dealer must study his own line in order to develop good selling points for his own advertising. Radio units will be sold in competition with other units. The advertising and selling effort will parallel that of the vacuum cleaner or washing machine.

Starting a 33-Car Train by Radio



E. M. Herr, president of the Westinghouse company, turning the switch which set in motion by wireless the train carrying 33 cars of electrical apparatus for the electrification of the Chilean State Railways.

The radio receiving apparatus in the cab of the locomotive (including an aerial mounted on top of the engine cab), was set to pick up only the special code signal broadcasted from KDKA. When this signal was broadcasted, the radio apparatus on the locomotive picked it up and by means of a selector switch, the control circuits in the locomotive were closed and the train was set in motion automatically.

A New Way to Spread the Electrical Idea

Why Not an "Electrical Party"

Some Young Person Is Always Sighing for "Something New" to Offer Her Guests for an Evening's Entertainment—Tell Her of Novel Lighting Effects for Dancing and of These New Electrical Games

"AN ELECTRICAL party! What on earth might that be?" Truly, the electrical man has never set himself up as official adviser for the young folk of his town in the matter of new ideas for their parties and other important social functions. Yet even to his ears may occasionally have come some plaint from a wistful sixteen-year-old that "she was going to give a party, and hadn't an idea in her head for something new for it."

Why not, then, the suggestion, "Hold an electrical party," with the promise to the young hostess of beautiful lighting novelties in the home that will thrill her guests, and a program of new and entirely original electrical games?

There are a number of reasons why it would be worth while for the electrical man to do his bit toward popularizing electrical parties in his town. In the first place, they put electrical household equipment in a new light—much as the kitchen stove would be, could it be converted into a parlor ornament.

Making 'Em Think Gaily—and Continuously—of Electricity

An "electrical party," too, means that for one evening, at least, the twenty or fifty persons gathered for the occasion will think more continuously, if more gaily, of electricity than they had ever done before. It will bring the electrical idea home to those guests who have never known electrical conveniences in their own homes. And by introducing electrical appliances—from heating pad to fan—into the games of the evening, many of the guests will, perhaps for the first time, become familiar with their uses.

The variety of unusual and fascinating lighting effects for a complete program of dances is probably the suggestion that will have most

HOUSEHOLD GAMES that use electrical appliances as the basis for the fun can easily be brought into vogue if every electrical man will constitute himself an individual promoter of the idea. Tell your neighborhood about them—distribute them on printed cards—run them in your advertising—and give the editor of your local newspaper a story about them for the household page! Every "electrical party" will be followed by two or three others—but the impetus that starts the ball rolling must come from electrical men themselves.

—The Editors.

appeal to the hostess in quest of novelties to please her guests. Moods of various dances have very simply been suggested by such methods as follow:

1. *Daylight.* Extra large center light, and four corner lights, all white lights.
2. *Sunlight.* Extra large center light.
3. *Sunset.* One immense hidden red light.
4. *Twilight.* Red and blue stars overhead and wall lights below.
5. *Evening star.* One red star.
6. *Starlight.* Red and blue stars overhead.
7. *Camp fire.* One hidden light near the floor.
8. *Burning forest.* Low small lights all around the room.
9. *Moonlight.* White moon and red and blue stars overhead.
10. *Midnight dance.* Blue stars overhead.
11. *Searchlight* — played over room from stairway or any height; also with rapid changes of colored light.
12. *Break-of-day.* Hidden red lights.
13. *Sun-up.* All hidden red lights and one large center white light.

The house would be decorated for the party, anyway, so here, too, electricity will save the hostess time and trouble. For what decorations could be more beautiful than the ordinary Christmas tree lighting sets, or ropes of luminous flowers, birds and novelty figures?

Even the refreshments might be made electrically, if chafing dish, percolator and toaster are available—and if the party is small enough to do so.

But the real fun of any party starts when the games are announced, and the hostess who can call to her aid a hair dryer, heating pad or fan can boast of offering something entirely new to her guests. Not only can her electrical appliances add a new excitement to many of the old and familiar games, but a fertile brain can invent a score of new and original games with electricity as the basis for the fun.

Most of the games here suggested for such a party were originated by Miss Alice Carroll of the Society for Electrical Development, to whom, in fact, credit is due for the "electrical game" idea itself:

"Going to Jerusalem" in the Dark

This entertaining game which has so long been played to music is infinitely more amusing if electric light is used to signal the players. Chairs are placed in a row down the middle of the room, the number of chairs being one less than the number of players. The players march around the chairs, one after another, while a victrola or piano plays. Suddenly the light is turned off, which is the cue for the scramble for the seats in the dark. The player "left" each time drops out and another chair is removed from the line.

The game may be reversed by having the players march around the chairs in the dark and then, when the light is flashed on, seek for chairs.

Behold! A Green Pig!

While this is an amusing optical stunt rather than an electrical game, some of the players are sure to blame the results on trick lighting. A number of pigs are cut out of bright red paper, about 4 in. long, and mounted on white paper, the eyes heavily outlined in black—one pig for each guest. A sheet is stretched on the wall in a dark part of the room. The players, standing with their backs to the light, must look their red pigs steadily in the eyes while they say "Poor Piggy" twenty times; then raise their eyes quickly and look stead-

ily at the sheet on the wall, when they will behold one of the wonders of nature, for behold! a green pig!

Things Our Grandmothers Missed

A guessing game suggested in the entertainment department of the *Ladies' Home Journal* has verses describing modern electrical conveniences that were unknown or not in general use fifty years ago. The player guessing the most of the devices described wins the prize. Some of the verses and answers follow:

You need no coal, you need no wood,
To have a fire hot and good.

(Electric range)

When it's fastened to a wire,
You may "press" without a fire.

(Electric iron)

It's not a hose, it's not a broom,
And yet it's used to clean a room.

(Vacuum cleaner)

A "candle" that will never burn
Yet lights the way where'er you turn.

(Flashlight)

Suppose you name a kind of tub
That cleans your clothes without a rub.

(Washing machine)

No matter how intense the night,
Its hands are always plain in sight.

(Illuminated clock face)

Flashlight Tag

Each player is provided with a small flashlight, and the entire floor is given over to the game, doors are thrown open and lights extinguished. Better still if played outdoors on summer nights.

One person is chosen to be "it." He calls the name of one of the other players, for example, "Mary Smith." Mary Smith flashes her light just once, and then runs to another part of the room to escape detection. The person who is "it" must find and touch her, while she flashes her light for a mo-

ment, at intervals, to help him in the chase. When touched, she becomes "it."

Airplane Ride

This is the familiar game in which each player is blindfolded, led into the room, and made to step on a tableleaf, which rests on a strong box about 6 in. high. He places his hands on the shoulders of a person standing in front of him, who is the "propeller." Then two assistants, one at each end of the board, lift it and rock it slightly, while the propeller slowly bends toward the floor. With the whir of an electric hair dryer or sewing machine motor representing the whir of the engine, the blindfolded player actually has the "feel" of an airplane rising. In a few seconds the propeller calls, "Look out for the ceiling. Jump!" while some one behind the victim touches him on the head with a broom. The poor player, thinking he had hit the ceiling, makes a wide jump—for the six inches to the floor!

Electrical Appliances in Pantomime

Guessing electrical appliances in pantomime makes an amusing feature of an electrical party. The players have pencil and paper to record their guesses. One member stands in the middle and goes through the motions of using the various devices—toaster, curling iron, vacuum cleaner, clothes washer, vibrator, immersion heater, iron, dishwasher. The member making the greatest number of correct guesses receives a prize.

The Radium-Eyed Chamber of Horrors

A room is made pitch dark, one player being admitted at a time to this "Chamber of Horrors." As he closes the door behind him, an electric hair dryer blows a blast of confetti in his face, or simply hot or cold air, if preferred. When his eyes become accus-

tomed to the dark, he can discern pairs of ghostly eyes staring at him, and ghostly hands waving slowly. One of these hands grasps his and draws him up the aisle between the rows of eyes, to a sort of throne, whereon another ghostly figure is seated, also with the strangely gleaming eyes. This person grasps his hand and, whispering "Sit down," draws him down to a low chair, covered with a soft cushion. Still there is no sound, and in dead silence the victim sits and waits—until he becomes conscious that the cushion under him is becoming hotter and hotter. Just as he makes some exclamation and starts up, the lights are switched on—and behold, he is surrounded by sheeted figures, with radium eyes and radium stickers pasted on their fingers!—and he is shown the cushion under which a heating pad was concealed.

Selling 4,300 Electric Ranges at List Price in Idaho

The Idaho Power Company, which operates in southern Idaho and eastern Oregon, having about 21,000 residence lighting customers, now has more than 4,300 electric ranges and 3,000 electric water heaters in use. More than 300 ranges have been sold so far this year. Ranges are sold at list plus installation charges. J. F. Orr, sales manager of the Idaho Power Company, feels that his company holds the record for number of ranges per residence customer.

The Idaho Power Company is also very active in Merchandise Sales, its sales for recent months being the largest in the history of the company. Range campaigns are frequently run.

Showing the Modern Electrical Home at the Vancouver Building Show



That electricity is finally winning its rightful share of the home builder's attention, was indicated by the popularity of the only electrical exhibit at a recent building and house furnishing show in Vancouver, B. C. The three rooms of the exhibit were furnished attractively as kitchen, dining room and bedroom, and were shown under the auspices of the Electrical Service League of British Columbia.

Perhaps the feature that attracted most attention from visitors, for its novelty, was the wiring of the bed and dressing table in the bedroom, to provide more convenience outlets. Bracket lamps were installed on the mirrors of the dressing table and bureau, and a reading lamp on the head of the bed. Illuminated street numbers on the outside pillars of the booth also won considerable interest.

Every convenience outlet was placarded. Outlets which were installed waist-high carried cards explaining their use. Baseboard outlets had similar cards higher on the wall, to which they were connected by ribbons. The cost of operation of each appliance was set forth on small cards placed near it, so that when the demonstrator was busy the visitor could answer many of his own questions.

Curtain Call for the Home Electric!

Playlet Dramatizing the Electrical Home Entertains and Instructs Oregon Architects and Home Builders

AFTER the home electric, the electric playlet! Evidently the electrical contractor-dealers of Oregon believed that the inhabitants of that state, after having been subjected to a meaty diet of actual homes electric, were entitled to lighter fare. So they wrote an entertaining little four-course serio-comedy, snappily christened it "Electrical Domestic Comfort," got students of the Oregon Agricultural College to act it, and put it over to an estimated and enthusiastic audience of more than 600 architects, building contractors, and others interested in home building.

Round the Clock with Electrical Conveniences

The play was given in Corvallis, at the time of the recent convention of the Oregon Association of Electrical Contractors and Dealers. Its story portrayed the day's activities in an all-electrical home, the various ways in which the housewife's burdens are lightened and the comfort of each member of the family is enhanced. Not only did the plot give opportunity for the operation of many appliances, but it also illustrated the advantages of convenience outlets and good methods of illumination. The four acts showed in succession the bedroom, combination kitchen and laundry, the dining room, and the living room. By

an ingenious arrangement of curtains and partitions, the transition from one scene to another was accomplished without any interruption of the plot sequence.

First was shown the bedroom in the morning, with its radiant heater, warming pad, toilet accessories, night lamp. Then the kitchen, where the morning meal was being prepared and the week's laundry planned, gave the greatest opportunities of all to show the time and labor saved for the housewife by the use of electrical servants. The home economics students of the college who acted this scene found themselves perfectly at home in operating the washing machine, ironing machine and dishwasher. In the third act, the evening meal was in progress, and dinner was served with a dispatch and obvious ease that impressed the women in the audience particularly because there was no running back and forth between the dining table and a hot kitchen. The last scene showed the members of the family congregated in the living room, reading by the light of floor lamps, playing the electric piano and victrola, and warmed by an electric grate fire.

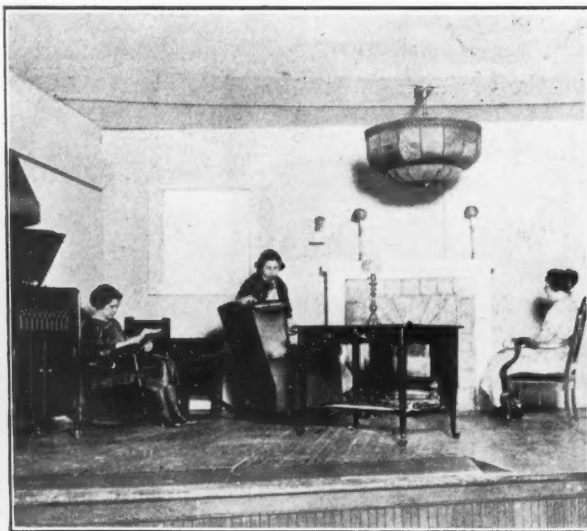
The success of the play as a new force in spreading an appreciation of the all-electrical home has inspired its production in other cities, and plans are already under way for its

repetition in other towns of the Northwest. Those who were chiefly responsible for its production in Corvallis, besides local contractor-dealers, were Francis H. Murphy, illuminating engineer of the Portland Railway, Light & Power Company; J. Frank Barrett, Frank R. Whittlesey, R. G. Emerson, and Donald Bruce Stuart, superintendent of light and power at the Oregon Agricultural College.

It's an "Electric Villa" in England

England, finding the Home Electric idea a good thing, is going in for it seriously. In April, an "all-electric model villa" was erected and placed on exhibition at Elmsfield Road, Gosforth, by the Newcastle-on-Tyne Electric Supply Company. It was so successful that the following month the same company took advantage of the development of a building estate to equip one of the houses as a model. Its electrical equipment included "a cooker, a hot water heater, an electric dishwasher, a boiling ring, an iron, a kettle, and a floor polisher."

"We have suggested before," says *The Electrical Times*, in recounting the venture, "that there is no better way of bringing the advantages of electricity before the public than an actual demonstration under what may be called ordinary working conditions, and the example of this company might be followed by the supply undertaking and contractors in other towns where the opportunity occurs."



The Oregon electrical contractor-dealers who put over this little play, "Electrical Domestic Comfort," were well pleased with its effect on the 600 architects, building

contractors and prospective home builders who saw it. And if you haven't an agricultural college to call on for recruits to act the play, there's always some young

people's society, amateur dramatic club, or church organization that might take over its production. The Society for Electrical Development is supplying such a play.



In the center, under the benign Santa Claus, is the shadow box, or screen, on which were projected sales and popular motion pictures. In the Newark shop of the Public Service Electric Company this window movie show, run at fifteen-minute intervals, drew crowds of from 125 to 150 people per show.

Stopping 4,600 People a Day with Show Window Movies

THERE'S an electric store in Newark, N. J., where they have a show window problem. It's a bigger problem to the manager of the shop than it is to many of his business neighbors, because he's always paid particular attention to his show windows. He has always made his windows pay their way by bringing business in the front door.

Thus, when a man walked into the shop a few weeks ago and said he wanted to tell them how to increase the interest in those front windows, he got instant attention. He was invited to tell his story, and he talked fast.

It developed that the caller represented the "Graphoscope," a compact motion picture projection outfit, which happens to be a Newark product. The movie man offered to install a machine in the store and a shadow box, or screen, in the window. It was agreed that he would use films selected by the electric company and that he would have the privilege of explaining the advantages of his machine to interested visitors.

Shows Every Fifteen Minutes Drew Big Audiences

Accordingly, the Public Service Electric Company installed an asbestos projection booth, secured from manufacturers some films featuring electric appliances and the experiment was on. Shows were run at fifteen-minute intervals from 10 a.m. to 4:45 p.m., and a careful check was made of the number of pedestrians who stopped to look at each perform-

ance. For a two weeks' period the crowds averaged 125 to 150 per show, and when it is considered that the thing was done in the days of frosty breath, cold ears and chilly feet, a good idea is gained of the pulling power of the pictures.

One Sales Picture and One Comedy Per Show

At each show two separate pictures were shown—one a sales picture for an appliance and the other a general interest picture or comedy. This plan pulled well, for a man who had only seen the comedy would tell some one else about it later. The friend would drop around at his first opportunity to view the screen smile, and if he found the appliance sales picture running, would see it through in waiting for the second feature.

Did the plan, designed primarily to educate, produce any direct sales? You bet! Here's an example of the way it worked in one case:

At the finish of one of the shows in which the sales picture featured an electric vacuum cleaner a roughly-dressed gentleman walked into the store and into the projection booth where the operator was busy rewinding his films.

"Say," inquired the caller, "how much does one of these machines cost?"

"Around \$300," said the operator.

"That's a lot for a vacuum cleaner," frowned the man.

"Oh! I thought you meant a projection machine. Vacuum cleaners don't cost anything like that. That young woman over at the counter will tell you just how reasonable they are!"

Without further comment the visitor walked over to the young woman designated and asked the cost of the electric vacuum cleaner in question.

She told him. And laying down the necessary currency, he gave her an address to which the machine was to be sent. As he turned to leave the store the saleswoman called him back.

"Wouldn't you like me to show you how the machine works?" she offered.

"Never mind," he said. "I saw the whole business in your movie there. That's all I want to know."

In two weeks, the checkers figured that 55,807 persons stopped in their hurried walk to look at these window movies. That means more than four thousand, six hundred and fifty per day, on an average. What "still" display can boast that its command "Halt" effected such widespread obedience?



Crowds stopped and looked! In order to get this picture it was necessary to snap it between shows. The regular crowds left no space for the camera man. Not only were thousands of people interested in the store and its merchandise, but many direct sales resulted. "I saw it in your movies," said one man. "That's all I want to know."

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

ALL light and power rate schedules and contracts should be simplified and humanized, and be so expressed that the customer will no longer be bewildered and offended.

IN ORDER that the public may understand their electricity bills more clearly, steps should be started to have all house meters read directly *in figures* the kilowatt-hours consumed, or even in dollars and cents, with a "trip register" to indicate the month's consumption, as well as a tallying of the grand total.

CENTRAL stations should, where practicable, discontinue the practice of requiring a deposit before consenting to supply service to a new customer.

CENTRAL-stations should not disconnect residences when vacated, so that electric service may be immediately available upon the reoccupation of the house.

(For a complete statement of "Electrical Merchandising's" platform for the electrical industry, see February, 1922, pages 52 and 53.)

Margins and Profits

BUYING goods according to the margin of profit is about like paying a man wages according to the size of his hat. Theoretically, the man with a large hat has brains. Theoretically also, the item with the largest margin is the most profitable to merchandise. But just as profit upon an employee's service is measured by intelligence plus industry, so gain in trade is made up of the profit-margin multiplied by turn-over. It is the combination that counts. An industrious imbecile or a brainy loafer are equally unprofitable employees. And similarly, immovable merchandise with big discounts, and fast-selling items with no net, are unprofitable merchandise. Success is a matter of shrewd compromise.

"Rich Man, Poor Man"—

Sell Them Both

THERE are salesmen who glibly divide their buying public into four classes—those with servants, those with one servant, those with no servant, and the laboring group—and forthwith decide that the particular device they are selling has its best market in one or another of these groups.

For the man who sells electrical labor-saving devices, this line of reasoning can be safely followed to a certain extent—that is, the greatest volume of sales will undoubtedly be made in the two middle groups. On the other hand, some of the most successful dealers have found that a classification like this does actual harm in limiting selling effort, and is of value only if it aids in determining a surer and less haphazard line of attack in each group.

For example, the family with several servants will not be impressed with the labor-saving argument, but will buy electrical equipment for its efficiency, sanitation and modern-ness. And the example of such a family means something in the community, for a

wealthy home is always more or less of a model which other housewives strive to imitate. The housewife with only one servant can be reached on the ground that her maid will be able to accomplish much more—occasionally, she will be willing to adopt electrical equipment and dispense with the servant entirely. The woman with no servant at all is most keenly alive to all modern improvements that will lighten her own labor. And finally, even the wife of the so-called "laborer" is often in a position, in these post-war days, to buy the comforts for her home which the wife of many a professional man cannot afford.

No one group should be concentrated upon as the point of attack, but the dealer who consistently aims for all four strongholds will find his entire line advancing steadily and with gathering momentum.

Shall the Schools Save Lamps, or Children's Eyes?

ACCORDING to the Eye Sight Conservation Council of America, about 66 per cent of school-children have defective vision warranting the wearing of glasses.

According to a New York school authority, from 8 to 15 per cent of school-children acquire ocular defects during the first five years of school.

Nine out of every ten persons over 21 have imperfect sight.

Armed with facts like these, surely the electrical contractor-dealer will have little trouble in convincing his local school and health authorities of the vital importance of adequate lighting in the school-room. Armed, besides, with a foot-candle meter, he can induce any local board to accept his recommendations—no, to welcome them! No school system could long survive the charge that it saved lamps at the expense of children's eyes.

A Broadcasting Corporation to Stabilize Radio

AN interesting plan for putting radio broadcasting on a permanent basis is now being discussed among the makers of radio apparatus.

The plan proposed calls for a "public-service broadcasting corporation" organized not to earn money but to spend it, and to be operated under the direction of—not radio or electrical men—but experienced entertainment people who know the public's tastes in music, lectures, and amusement programs. To the funds of this broadcasting corporation, the manufacturers would be asked to contribute two per cent of their gross sales of radio apparatus. Figuring \$100,000,000 of radio sales this year, it will be seen that the new broadcasting corporation would start operations with an annual budget of \$2,000,000. Independent manufacturers and jobbers and dealers would also be given an opportunity to contribute to the broadcasting pool, inasmuch as all would benefit from a plan which made radio increasingly popular with the public.

In this way, at least, one of the knottiest problems in the whole radio situation seems to be on the way to a solution. With a dependable broadcasting service in operation, the dealer can sell radio outfits with the fullest assurance of his customers' satisfaction.



Ideas for the Man Who Sells



Self-Draining Tubs Bring New Customers

Do women like self-draining tubs? Read what the Electric Sales Company of St. Louis, Mo., proved to itself.

Recently this company sent out letters to its washing machine customers, offering to make their wash tubs self-draining, gratis, if they would send in the names of friends who might be interested in an electric washing machine. A return postal was enclosed, for their convenience. "The results were surprising," they write, "and, needless to say, we have added a number of new washing machine users to our list."

The wash tub drainer used was one that fitted into the bottom of any galvanized tub and took about five minutes to install.

"Hard Times" After All, Are Only Psychological

BY A. A. MENZEL

Sales Manager, Wisconsin Valley Electric Company, Stevens Point, Wis.

Some of the many tales of "hard times and no sales" during the past year may be due to unconquerable conditions, but we believe that a lessening of effort and work is much to blame. Stevens Point is just an average middle west city of 12,000 population, with no excessive wealth or poverty—just a busy little community depending on a few factories and the farming trade.

At the beginning of 1921, with so much pessimism in the air, our sales force made up its mind it was not going backward, and the following is the result—

	1920	1921
Lamp socket appliances sold	485	788
Washing machines sold	61	91

No special or spectacular methods were employed but every one actually got down to good, hard intelligent work. Newspaper advertising was used almost exclusively for publicity, and we believe it far excels in results any other method. Copy is

*Plans, Schemes and Methods
Gathered from
Successful Selling Experience
to Increase the Sale of
Electrical Appliances*

carefully written and is prepared from one week to one month before publication. Each ad is examined and criticized several times before being approved. Too often advertising is hastily and imperfectly prepared.

Our salesmen are paid on a salary and commission basis. The regular commission is paid on all sales over \$650 per month and a special commission is paid for the largest sales each day. The salesmen make good salaries and work under conditions of stiff competition.

All of our customers are listed on cards and daily calls are posted thereon. Prospects are held open for the salesman for one month. If the sale is not closed within this time the salesman does not receive a commission on the sale.

We have been using a novel method of advertising our washing machines on the delivery car. Keeping the name of the washer continually before the public as we have has made it almost a synonym for "washing machine."

How One Club Solved the Early Breakfast Problem

In one of the Boston clubs the restaurant opens at 8 o'clock in the morning and closes at 9 in the evening.

Heretofore, if a member arrived on an early train he could not get anything to eat until 8 a.m.

Or, again, when members wanted some supper in the evening after the restaurant had closed they could get nothing except some crackers and cheese.

Now, however, some of the club's electrical members have had one of the tables in the dining room wired up for electric table appliances, with highly satisfying results.

There are two twin convenience outlets on the side of the table, and each night the table is left with an electric toaster and an electric percolator, the latter being filled with water and coffee.

An electric chafing dish is also handy.

The wired table is particularly convenient for early breakfasts.

Now when a member arrives on an early train, the doorman can let him in and can get from the ice-



This busy little car darting through the streets of Stevens Point, Wis., has become a constant reminder of washing-machine sales. "Another Surf" reads the big sign on the side of the car, explaining to housewives who look up from their front porches, that another home is being made happy with electrical labor savers.

chest a grape fruit, some slices of toast, two or three eggs, a pat of butter and a bottle of milk.

The member can then cook his own breakfast without waiting for the cook and other restaurant help to arrive.

Even after the restaurant has opened, some of the members still take great pleasure in cooking their own toast and having it hot as possible.

Others like to have the percolator on the table keeping the coffee hot up to the minute it is poured.

Trays with "the Makin's" Ready in Ice Box

At night the head-waiter takes the percolator and, having a convenience outlet on the sideboard, keeps the percolator heated, so that the after-dinner coffee is piping hot up to the minute it is taken to the table.

When a member of the club thinks he may want to have supper later in the evening after the restaurant is closed, he orders in advance what he wants in the way of cheese, eggs for scrambled eggs, etc., and his supplies are left on a tray in the ice-chest and brought out to him when he wants them and he cooks them as he desires. In fact he need not even order beforehand, as one tray is left with sufficient material for a welsh



"This Cord Guaranteed for One Year"—Offer That Brings Return Business

When you sell a flatiron take a note of what is the brand of cord and give the customer a guarantee that the cord will last a year. Charge him something, 10 cents or 25 cents for such guarantee and give him a ticket entitling him to a new cord if he brings back the old one within the year having worn it out.

This will make the customer always think of you and remember you. Only a portion of the cords will come back to be renewed and the guarantee, of course, should be made of an amount sufficient to cover the expense so that the plan will not be a source of expense.

Further, by having two brands of cords and keeping a record, you will soon find out which of the two brands lasts longer in service and is the better for you to buy.

rarebit and this is always ready after the restaurant is closed.

Only one table was wired up at first but the convenience immediately became so popular that calls are being made to wire up more.

Hanging Up Sales Records on Stormy Days

Here are seven stimulating paragraphs on the advantages stormy weather offers the house-to-house salesman. They appeared in "The Fuller Bristler," a house organ for the boys who sell Fuller Brushes:

1. During better days work your scattered territory or streets that are muddy or bad.

2. Save your "close-together" territory with the good sidewalks and save your apartment houses for bad days.

3. Never track mud, snow or water into people's homes.

4. Get the "overshoe habit." Just a lightweight pair. Begin kicking them off as the lady comes to the door. This shows her by a positive suggestion that you figure on coming inside, and it shows her that you will not track her carpets.

5. Wear a lightweight overcoat, raincoat or cravenette. Drop it off your shoulders as soon as you enter. Don't let a wet coat drip on her floors, either.

6. An umbrella is not bad, but many umbrellas are lost and not easy to handle. A light coat is better.

7. Wear clothes that really protect you. Good warm gloves, good stout shoes, etc. Be prepared. (a) Yes, it is wet and sloppy, but what of it? Only natural winter weather; to be expected. (b) This weather keeps those in ill health or those with "weather scare" at home. Easy for you. Go get 'em. (c) There is very little visiting, marketing or shopping on bad days. Every one waiting for you. Great stuff. (d) Bad weather makes people appreciate the advantage of being able to get goods

"The Back-Breaking Washtub Realistically Reproduced in Moving Window Display"



That intensified selling gets results, even in times of buying depression was demonstrated in the campaign conducted early in the year by the Denver Gas and Electric Light Company. A whole month was devoted to the sale of laundry equipment, and the effort resulted in the sale of about 300 washing machines and fifty ironers of different types.

The sixteen residence sales representatives of the company were divided into two teams, the "Mossbacks" and the "Green-

horns," significant of their being either old or new members of the sales staff. Basing sales on a system of points, a weekly prize of \$25 was given to the representative selling the most machines during the preceding seven-day period. Prizes of \$100, \$50 and \$25 were also provided as special rewards to the representatives making the three highest sales in numbers of machines during the month.

Unusual interest was manifested in the moving window display shown. Because of

its novelty, hundreds of people stopped and watched the comparison in washing by the old and new ways. At the left an emaciated, fatigued figure was draped over an old-fashioned wash tub and through some mechanical adaptation she went through all the back-breaking movements.

Opposite was another figure, attractively dressed and of charming appearance, reclining in a luxurious chair which rocked, while at her side a washing machine was doing the work in the new way.

in their own home. The only question is: Have you got the grit to keep out on a bad day? Those that are doing it are "bringing home the bacon." A bad day is always a record if you want it to be. Remember: People always home. Want to be interested. Lonesome. Not so many others out selling. Save apartments for bad days.

A "How-to-Read-Your-Meter" Window Display That Sold Lamps

To acquaint this community with electric light meters and the relative cost of burning different sizes of lamps, L. G. Sarafian, manager of the Piedmont Electric Company, Asheville, N. C., recently arranged a simple but effective window display.

An ordinary watt-hour meter, occupied the center panel of a frame. A mazda lamp, burning continuously, operated the meter. On another panel, a 32-candlepower carbon lamp operated a meter much more rapidly. The cost of current necessary to move the indicators on each dial of the meter one division was lettered on the panel. Lamps were mounted on the panel with sizes and operating cost lettered above them. The third panel carried a good lighting message.

"Hundreds of people stopped to view the display, and many came in to inquire about reading their meters and to buy cartons of lamps," said Mr. Sarafian.

The Five Groups of Buyers

"Study people, and when you know them, your sales work is half done." This is the theme of a booklet entitled "How to Sell Royal Electric Cleaners, Lesson I," which has been issued by the P. A. Geier Company, Cleveland, Ohio. It contains stories of fifteen actual sales of cleaners to prospects of different types, to unmarried folk for their mothers, to young married people, to mothers with children, to the middle-aged housewife whose children are grown, and to older women whose children have left home.

"Every sale is different, but as you study hundreds of sales, you will find that they fall into these five groups," it reads.

"The unmarried business woman and the young man will buy largely because of the mother appeal. All of us respond to suggestions that will make work for our mothers easier,

Putting a Section's Sales Status on the Map



On the map above, which shows the city of Sacramento, Cal., and vicinity, each dot represents the sale of an electric washing machine. Such a chart of an electric shop's territory helps the salesmen to see how well the community has been covered, and to spot the sections worth special follow-up attention.

and that will bring them more physical comforts.

"The young married man will buy to please his bride. The young married woman with one, two, or three children will buy because her strength is not equal to her daily work, and while the husband may be slow to admit this, he can be shamed into buying a machine for his wife.

"The woman of forty-five, whose income justifies her having the best of home equipment, will buy largely through your playing up the cleaner home idea and the saving of time and work. The older woman, who has never known labor-saving devices in the home and who has spent many years in household drudgery, will welcome the cleaner because it gives her the freedom she has always wanted."

"Every Employee Sell an Electric Washer!"

The Idaho Power Company, though primarily engaged in selling electric service in Southern Idaho and Eastern Oregon, does not overlook the opportunity to give service to its customers in the way of supplying them with electrical merchandise. This company supplies approximately 21,000 residence lighting customers, and in a thirty days' campaign in May, on Automatic washing machines, sold 650 Automatics. J. F. Orr, sales manager of the Idaho Power Company reports that the merchandise sales for May were the largest in the history of the company. The results of this campaign show what can be done in a merchandise way through the co-operation of all employees. The slogan used during the entire campaign was "Every Employee Sell an Automatic."

Hitch Your Windows to the Genius of the Movie Director



When the motion-picture spectacle of "Theodora" was presented at Charleston, S. C., the Louis D. Rubin Electric Company arranged a co-operative window display that drew to the store some of the interest

created by the large local newspaper advertisements used for the picture. The striking character of the display is shown in the illustration above. Almost any theater will gladly co-operate in such a display.



Marketing New Lines at a Profit



Sign Effectiveness Increased by a Dimming Flasher

The simplest conventional movement used in electrical signs is effected by flashing a sign off and on explains C. A. Atherton in a recent paper before the Illuminating Engineering Society. This arrangement is used very largely where there are two signs facing in opposite directions. The flashing is done from one side to the other. Beside securing motion, half the energy bill is saved and since the total line load is constant except for slight disturbances at the time of flashing, there is no surge on the line as there is likely to be when a very large sign is simply flashed on and off.

If instead of flashing the sign abruptly on and off, it is dimmed down to a low intensity and then brought again up to full brightness, slow rhythm of continuous movement will be obtained which is extremely effective. An additional advantage in this form of motion is that as the lamps are dimmed the maximum

*The Dealer Who Makes Money
Is the Man Who Capitalizes
New Developments of the
Electrical Art in Terms of
Consumer Sales*

distance of legibility is increased, so that at different points in the cycle such a sign has as great attracting power as is possible from extremely bright lamps and as great legibility distance as any sign of this size can possibly have, while its unusual nature would give it extraordinary selling power.

Electric Gifts for Children

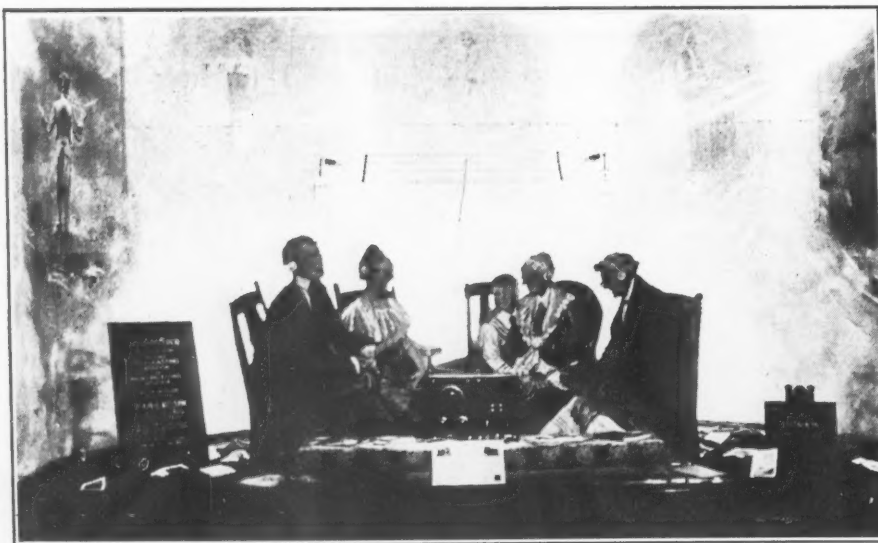
A big Chicago department store publishes horoscopes of the different months for the children and, after telling what the stars forecast for the future, suggests appropriate gifts. For instance, if the horoscope says that a little girl born in a certain month "will be a prudent housewife," the relatives are reminded that a nice present will be a small electric washing machine, electric stove, little carpet sweeper, etc.

Sell the Doctors Tumbler Water Heaters



A new application for the tumbler water heater has been devised by Dr. R. R. Jones, chief medical officer of the Bell Telephone Company in Pittsburgh, who uses it as a sterilizer for his medical instruments. The Westinghouse tumbler heater is inserted in a two quart "Pyrex" bean pot, and when the water is hot, the instruments to be sterilized are immersed in it. The device has the advantage of being very economical as well as easy to clean and convenient to use. Since the jar is transparent it is always possible to see just what is in the sterilizer. Another similar vessel filled with cold sterilized water is sometimes placed beside the sterilizer, for cooling the handles of the instruments so that they can be used immediately after being taken from the hot water.

A Window that Reflects the Inspiration of Radio



McCarthy Brothers & Ford, Buffalo, N. Y., recently installed a window visualizing the transmission and reception in the home of the modern and marvelous new form of voice transmission—radio. The background is a drop or cyclorama painted in a sky-blue cloud effect. Sketched in the center is a likeness of President Harding delivering an address. To one side of him is a singer entertaining an audience, next is an orchestra leader directing his musicians. On the opposite side of President Harding is a minister preaching a sermon and at the extreme right is a man standing at a stock ticker, to typify the broadcasting of news

of a commercial nature. A few feet in front of this cyclorama are two miniature aerial towers, of wood-frame construction with a miniature aerial suspended between them. In front of this again is the cutout of a family group seated about a table at home, "listening in." This cutout is of Upson board and is very lifelike. In the foreground of the window, a radio receiving set, connected up, has cards running to the receivers painted on the ears of the group. The lighting effects are obtained by blending red and amber color screens, which give distance and depth to the sky and background.

A War Against Tight Shoes

A campaign against ill-fitting shoes is announced by the magazine, *The Nation's Health*. Tight corsets, it says, have succumbed; tight shoes will do the same, emancipating two sexes this time, instead of only one. The trouble with shoe buying, says Dr. Solomon Strouse of Chicago, writing in this paper, is that neither buyer nor salesman has much idea of the requisites for comfortable footwear.

Even in this field, however, electricity has its offer of service. Many leading shoe stores and department stores throughout the country are using the x-ray shoe fitting machine to show whether shoes fit properly, and the time is doubtless coming when it will be an essential part of even the small shoe store's equipment. This machine gives the customer himself an x-ray view of his foot in the new shoe, and shows where the bones are being pressed together or out of position. In stores where the machine

has been installed, it is usually the rule for the clerk to offer the use of the machine whether the customer asks for it or not.

The x-ray method of fitting is regarded as a strong drawing card by these stores—especially for mothers in buying shoes for their children.

A Lot of Different Factories Use Glue-Pots

There is a somewhat widespread impression among electrical men that glue-pots are used only in furniture, piano and wagon factories, and in printing and publishing houses.

The real field for glue-pots, however, covers a great many more industries, among which are manufacturers of automobiles, paper and wood boxes, toys, patterns, and wooden cabinets.

In many localities the insurance companies and fire underwriters are insisting upon electrically heated glue pots because of their freedom from fire hazard.

The electric glue-pot is convenient, clean, costs very little to operate, turns out a uniformly heated glue necessary to high quality work, and is entirely free from the bother occasioned when using a gas heater pot.

Get the Doctors Working for You

How well do you know the doctors in your town? They're good people to be friendly with. Doctors use electrical things themselves, and as a group they enjoy the confidence of all the buying folk in town.

Every doctor uses electric battery lamps for throat examinations. And a doctor is a man whose example and opinions carry weight. When Doctor Mason uses a battery lamp to find out why Teddy Smith has earache, Mrs. Smith feels instinctively that an electric hand lamp is one of the important things in life. It must be, because Dr. Mason uses it. And if Dr. Mason suggests the use of a few frosted lamps for the library as a saving for eyesight, you can gamble on it that Mrs. Smith is going into the market for frosted lamps.

So with a little diplomacy you can have Dr. Mason and his colleagues prescribing your kind of lighting and labor-eliminating equipment to all the best people in town.

Dr. Mason can use flashlights in a

William A. Mason, M.D.

Consulting Hours: 2:30 P.M.

Oct 7, 1922

Ry One
Electric
Vacuum cleaner

W. A. Mason, M.D.

Why not a prescription like this for a tired and "run-down" housewife?

lot of ways. In his room at night it helps him to find the telephone when that disturber breaks in on his sleep. Then it lights his way down stairs, and out to the garage, where it will show him the amount of gasoline in his tank without any fire risk. He

can safely poke it around under the hood and find out about his oil. Then it goes into his overcoat pocket, to help him later in reading house numbers on dark streets.

It's not a hard job to take your telephone directory and make a list of the doctors in your town. The next step is to write each doctor a friendly letter inviting him to see your battery lamp equipment.

That will help you to acquaint them with your store. And you can follow up that acquaintance with other letters, mentioning the ease with which eyestrain and headache can be eliminated by good lighting.

It will be worth while to tell them also about your electric vibrators, and perhaps a fourth letter could be devoted to the health building influence of electricity in the home.

Aim to have every doctor in town prescribing electric vacuum cleaners, washing machines and general electric home conveniences. And then see to it that all the prescriptions are properly filled!

Here Are Two Letters That Tell Doctors About Electrical Appliances

(Battery Lamp Letter)

THE CORNER ELECTRIC STORE
SMILESBUURY, CONN.
September 1, 1922.

DEAR DR. MASON:

Of course you know how handy flashlamps are for throat and nasal examinations.

But did you know that we have a particularly fine stock of medical lamps here at the Corner Electric Store? They are worth looking over.

Our regular battery lamps are mighty convenient too. This new model 10 for example, is just the thing to keep on your dressing stand at night. When that call comes in model 10 will light your way down stairs, help you open the lock on the garage door, and show you in a fireproof way how much gas you have in the tank.

Drop in and let's hold a clinic on your flashlight needs. Consultation hours 8 a.m. to 10 p.m. daily.

Yours for light,
THE CORNER ELECTRIC STORE.

(Electric Home Help Letter)

THE CORNER ELECTRIC STORE
SMILESBUURY, CONN.
September 1, 1922.

DEAR DR. MASON:

Don't you think the old Chinese idea is partly right?

They pay their physicians a stated fee to keep them well.

From a layman's viewpoint the trend of our own medical practice seems to be strong in that direction. Health is efficiency, and the science of keeping people well is getting lots of attention.

Perhaps electricity is doing more good than any other one health-maintaining agency. Especially for women, upon whom the present servant problem has placed a heavy burden.

It occurs to us that for many of the housewife's ills certain electric prescriptions are indicated. Electric vacuum cleaners for sweeping backache, for example. Electric vibrators sometimes help headache, and modern electric lighting does wonders for tired eyes.

Many of our medical friends have been greatly interested in seeing the large number of electrical home helps we have here at the Corner Electric Store. We hope you, too, will take time to drop in and let us show you what is new in this interesting field.

Yours for health,
THE CORNER ELECTRIC STORE.



Hints for the Contractor



Cutting Traffic Accidents With Better Lighting At Corners

New York's towers for controlling traffic with electric lights are proving so successful that plans are now under way to extend the system so that Fifth Avenue traffic for 96 blocks will be tower-controlled. Electricity has proved itself as an aid to the prevention of street accidents, for signalling as well as for street lighting.

Electric light is an important traffic aid in any town. Accidents occur at the poorly lighted corners and the electrical contractor who will set out to install signals at traffic intersections and to light up the poorly illuminated corners and crossings of his town will have the satisfaction of knowing that he is working for the improvement of his community as well as for his own business.

Code's Requirement of Ventilated Fixtures, It Is Now Found, Actually Makes Wires Hotter

Soon after the gas-filled electric lamp was introduced, in the early part of the year 1914, criticisms began to be heard because of the greater amount of local heat developed. It will be remembered that the first gas-filled lamps were the 750-watt and 1000-watt, 115-volt sizes and some of the low-voltage high-current lamps. The bulb, which felt hot to the touch, the extreme brightness of the filament, and the extraordinary power consumption all combined to make the fire hazard appear greater than it really was. In some districts, local inspectors formulated rulings which were so strict that the installation of gas-filled lamps was greatly hindered. While the intent of these rulings was good, the rules in most instances were made without authentic data which afforded a comparison with previous practice.

Almost invariably, rules relating to the installation of gas-filled lamps contained somewhere a reference to ventilation, which was expected to

*Ideas on
Estimating, Stock Keeping,
Shop and Construction Methods,
Repairs and Maintenance,
and Collections*

lower the temperature of the exposed surfaces of the unit and at the same time prevent short life of the lamp due to excessive filament temperature.

Ventilation and Lamp Temperatures

There is no doubt that ventilation, however slight, usually cools the lamp bulb and some other parts of the unit to a certain extent, but this is ordinarily accompanied by a corresponding rise in temperature of other parts. One of the most important considerations, however, is the temperature of the wire where it is connected to the lamp socket. Considerable data is now available as shown in the table, to indicate that

ordinary ventilation does not always cool the wire and socket parts, but actually raises their temperature in many instances.

The erroneous impression that the life of an incandescent lamp is appreciably shortened by a surrounding

UNIT	LAMP	DEGREES FAHRENHEIT		LOCATION OF VENTILATING HOLES
		TEMPERATURE OF WIRE, UNIT NOT VENTILATED	TEMPERATURE OF WIRE, UNIT VENTILATED	
	200-WATT DAYLIGHT	164	168	TOP
	500-WATT DAYLIGHT	233	240	TOP AND BOTTOM
	200-WATT GAS FILLED	140	155	TOP AND BOTTOM TUBE AND BOTTOM
	200-WATT GAS FILLED	125	125	TOP
	200-WATT GAS FILLED	129	130	TUBE

The table shows the wire temperatures of various sizes of lamps, with ventilated and unventilated units. In every case the ventilated type proves the hotter.

Every Home in Your Town Needs Waist-High Outlets



Whenever a woman removes a shade, unscrews a lamp and plugs in a vacuum cleaner, she demonstrates her need for a waist-high outlet in that room. Now's the time to sell more convenience outlets for every room. They're mighty handy for fans, too!

high temperature has also led manufacturers to ventilate in various ways. Theoretically the filament temperature is increased by high surrounding temperature, but this increase is so small relatively at 4,300 to 4,800 degrees F., the range for regular gas-filled lamps, as to be unnoticeable even on carefully conducted life tests. The melting point of tungsten is 6,156 degrees F., so that there is a considerable margin between the operating temperature and the melting point of tungsten. Tests also show that any high surrounding temperatures which are encountered in special cases affect the lamp performance by causing a blistered bulb, loose base, melted solder, trouble at the stem seal, etc., before they produce any serious effect upon the filament.

Ventilation and Equipment Design

The application of the term "ventilated" in Rule 77-c of the 1920 Edition of the National Electrical Code is obviously intended to keep the connecting wires cool.

"All fixtures should, where possible, be sufficiently ventilated and the wiring should be so disposed as to avoid exposing the wiring to high temperatures."

There have been frequent instances where the interpretation of this rule

7,636,469 Wired Homes

THE Society for Electrical Development has completed a survey to ascertain the number of residential customers of the electric light and power companies of the country. Following are some of the very valuable data pertaining to this survey:

Homes wired in the United States.....	7,636,469
Homes reached by electric service.....	13,000,000
Homes not reached by electric service.....	8,145,126
Homes reached by central-station lines but not wired.....	5,363,531
Homes not wired.....	13,508,657
Communities reached by central-station lines.....	14,000
Annual central-station revenue from use of electric irons.....	\$39,000,000
Annual central-station revenue from use of vacuum cleaners.....	\$4,750,000
Annual central-station revenue from use of washing machines.....	\$3,500,000
Annual central-station revenue from use of electric ranges.....	\$6,000,000

by local inspectors has made it necessary to drill holes in a unit, thereby not only defeating the purpose of the rule but spoiling the design of the unit as well.

The growing tendency on the part of fixture manufacturers toward non-ventilated units however, is evidenced by the number of such units that have been placed on the market within the past year. By taking care of heating through radiation rather than ventilation, marked progress has been made, not only toward better control of temperatures, but in the direction of slower dirt accumulation, greater ease of cleaning, better appearance, and greater accessibility as well.

Color-Changing Windows Draw Attention of Passers-by

That color attracts the casual passer-by and, more particularly, that color in motion is attention-compelling was demonstrated conclusively by the display of the Ivanhoe-Regent Works of the General Electric Company at the N. E. L. A. convention at Atlantic City. The same demonstration of colored lighting was shown at the convention of the International Association of Display Men, held at Chicago, July 8-14, and excited the same kind of surprise and approval.

The "show window" of the display, was draped in colored fabrics and spotted with colorful flowers. Ivanhoe Iris color equipment was installed in the window. Four sets of Ivanhoe Iris globes were used—red, green, amber, and blue—and connected with a rheostat. The effect in the window was not unlike a multi-colored and constantly changing rainbow on parade. And it did attract the crowds.

What a First-Class Radio Broadcasting Station Costs to Install

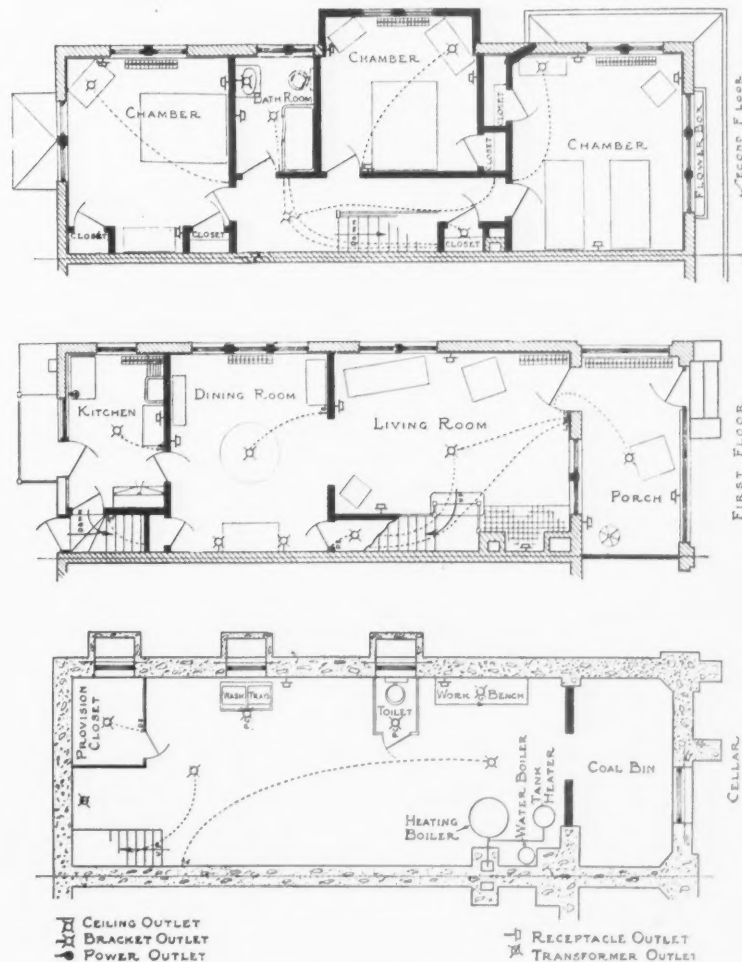
To erect a real, first-class, high-power radio broadcasting station now costs \$50,000, and merely to operate such a station the first year will cost \$100,000 or more, without any allowance for the salaries of artists or

entertainers, declared David Sarnoff, general manager of the Radio Corporation of America before the Electrical Supply Jobbers Association at Hot Springs, Va., May 25.

No present station is dependable for transmitting more than 100 miles through all kinds of weather conditions, and it would take one hundred such stations as those at Pittsburgh and Newark to cover the United States completely for dependable transmission.

The Radio Corporation is now erecting powerful broadcasting stations at New York, Washington and San Francisco. The Westinghouse company is installing new stations at Pittsburgh and Chicago, and a third one in the South. The General Electric Company is also putting up several; so that by the end of 1922, ten or a dozen powerful stations will be in operation, covering at least the more densely populated sections of the American continent.

Wiring Plans for Typical City House



Based on a set of plans of a typical two-story city house, these wiring plans made up by the Philadelphia Electric Company give practical aid to patrons building new homes, installing wiring in old houses, or making alterations in wiring systems al-

ready installed. Provision has been made on the plans for future use of electric labor-saving appliances with the idea that it is more economical to provide ample outlets when the wiring is done than to add outlets one at a time later on.



The Appliance Saleswoman



*An "Idea Exchange"
for the
Women Who Sell
Labor-Saving Appliances
for the Home*

Private Schools of Home-making Need Electrical Equipment, Too

Hardly a town of any size is without its school—however small, private, and select—of home making, or home training. More commonly, these schools give a year or two of training to girls of well-to-do families, but occasionally one finds a small school organized primarily for the training of servants or "household assistants."

"I believe when the electrical dealer knows of the existence of such a school," says Miss Alice Carroll of the Society for Electrical Development, "that he could do no better than visit it, interview the resident director, learn what electrical equipment is already in use in the school, and if necessary sell them on electrical equipment as the only equipment a modern school of home-making is justified in using."

"So far, our attention has been directed to the public elementary and high schools, but these other small schools are really quite as desirable, because they reach a class of women who can well afford com-

plete electrical equipment in their homes and who need only to be educated to its advantages."

Miss Carroll herself was recently instrumental in having various electrical appliances—ice cream freezers, egg beaters and sewing machines—installed in the classrooms and practice kitchens of three such schools—one, the training school for servants of the Bureau of Household Occupations, New York City; and the two others, private schools of home-making, the Commonwealth School of New York City and the Garland School of Home-making, Boston.

Class Work in the Store Is a Clientele Builder

One reason why a class in lampshade making or in electric cookery or electric laundering is a good investment for the electrical dealer, is that it builds for him a small but enthusiastic group of supporters among the women of his community. Housewives who attend a class at the local electrical shop fairly regularly,

are henceforth going to have a proprietary feeling toward that shop, and they will create a nucleus which will spread that good feeling to other women in the community.

Young Buyers Taken Seriously

The little girl who likely can use a toy electric washing machine now and a larger one when she grows up is met in the spirit of make-believe by Marshall Field & Co., Chicago. Advertising copy like this gets the attention of both mother and child:

"No More Blue Mondays in Toyland"

No more drudgery for the mother of the doll family! Because you see here is a real little electrical washing machine that runs just like a big one, to solve the problems of wash day. You can see it in use, soapsuds and all in our toy section.

This store also has special demonstrations of toy washing machines in connection with such seasonal events as "Dolls Fall Opening" when new dolls, doll clothing and household furnishings for doll houses are shown.

"Which One Made the Sale?"—A Little Lesson in Salesmanship in Two Scenes



Do your customers watch you approach them with an appreciative feeling that they're going to receive real attention and service? Do they leave you with the assurance that they've had it? Do you smile at them as though you enjoyed serving them? Do you ask questions, answer un-

asked questions, make suggestions, briskly take down and lay the appliances on the counter for their inspection?

Or do you gloomily leave the customer to her own devices, after the manner of the mournful young lady in the picture at the left?



After all, the same rules that sell hosiery apply to the sale of electrical devices, and the little lesson of the two pictures might just as well have been acted in an electric shop. Put your customer's interests for the moment before your own—that's all. And a pleasant smile costs nothing.

Mr. Dealer—Get the Bobbed-Hair Girls to Curl Their Hair Electrically, Themselves

(Some Suggestions by One of Them)

The wide-spread popularity of shorn tresses, aside, of course, from its esthetic appeal, is of direct interest to you, Mr. Electrical Dealer, in the form of increased sales of electric curling irons. If any of the feminine members of your household have succumbed to Fashion's relentless demand for bobbed hair, you will agree with the fair victim who remarked, "It's not the original cost—it's the curling that keeps me 'broke'!"

A rough estimate shows that the average cost per month (for the professional hairdresser's services) to keep bobbed hair looking "nice" is \$6, based upon weekly visits to the beauty parlor. This six-dollar figure is a very liberal estimate, for the hirsute procedure for one month will run something like this:

First week:

Shampoo75	
Haircut75	
Wave	1.00	
		\$2.50

Second week:

Wave	1.00	1.00
------------	------	------

Third week:

Shampoo75	
Wave	1.00	
		\$1.75

Fourth week:

Wave	1.00	1.00
		\$6.25

But it is quite possible for a girl to be her own hairdresser—and, *here, Mr. Dealer, is your cue!*

The price of an electric curling iron is \$5 and the cost of operating an iron, in current consumed, is \$1 a year, so that the total expense (financially speaking) involved in curling one's own hair is the ridiculously small amount of \$6 per year, as compared with \$72 paid out for hairdresser's services,—representing a saving of \$66 a year.

Electric Hair Curler Saves Business Girl's Time

Now there is another angle: the saving of time. These days the hairdresser's salon is always so crowded that it is difficult to secure prompt service when one is in a hurry. "Don't come on Saturday if you want good results," cautioned one hairdresser. "On Saturday we are always so rushed that we cannot do our best work." But in the case of the business girl, Saturday afternoon is the

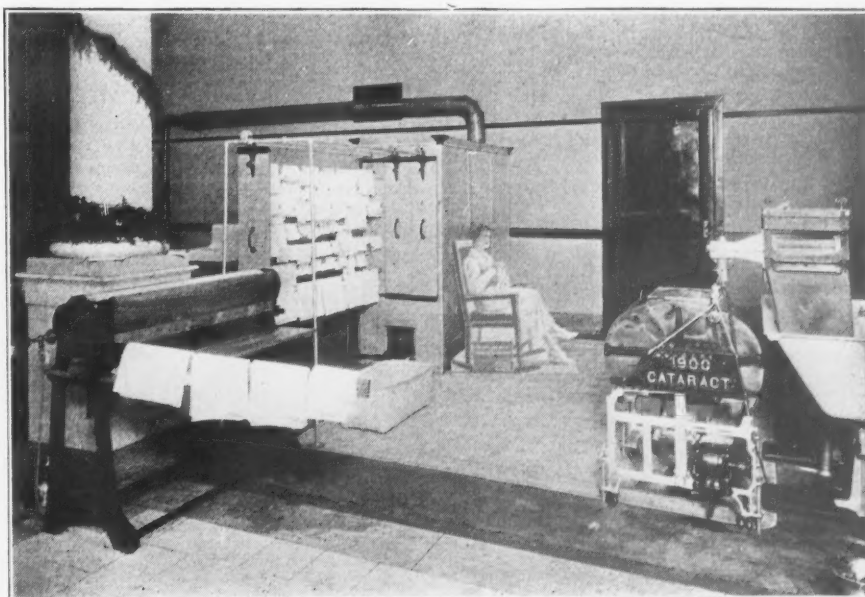
only time she has at her disposal unless she can hurry to the hairdresser on a weekday, at noon, (perhaps doing without her lunch) or in the evening when she will probably reach the parlor a few minutes before closing time when the assistants are tired from a day's work and eager to get home. In the case of the housewife, also, it is not always convenient for her to get away from the home. Tell her, in this respect, that to be able to curl her hair at her convenience, she will find the iron indispensable.

And now, Mr. Dealer, to fortify yourself against any arguments set forth by my bobbed-haired sisters, I'm going to betray them and give out all the secrets that we smilingly try to hide from the world. There will, of course, be the girl who will tell you that she doesn't believe in curling irons of any kind because they ruin the hair. She will say that she always uses wire curlers—these ugly, uncomfortable contrivances I remember my mother used to persecute me with when I was a child.

This girl's argument is that these wire curlers give just as good results and are so much better for the health of the hair than the curling iron with its damaging heat.

In reply to this point, Mr. Dealer, ask her if she finds it comfortable to sleep with those little wires and bumps eating into her pretty head, and if you find she has a sense of humor, ask her how long she had to practice before she could mathematically apportion her hair so that those obstinate ends in the back of her head could be included in the strands intended for any particular curler. That's our great trouble. The hair is so short in the back that it is a great difficulty to get all those strands into the curler, and after many, many minutes of nerve-racking endeavor, one gets up in the morning to find that the curlers have slipped off during sleep and that one's hair is as pitifully straight as when one retired. Right here is the great problem of the bobbed haired girl: to keep the underbrush in the back of her neck from standing out like brooms. But—an electric curling iron will solve that problem, presto! and I *know* that the curling iron method is the only one that *will* solve it!

Central Station Demonstration That Pays Its Own Way



If a merchant has anything to sell it always pays him to demonstrate, because demonstration is one of the easiest methods to assure sales. The Louisville Gas & Electric Company has applied this principle to the sale of washing machines for the trade in Louisville. While the company does not sell appliances itself, it is very much interested in seeing that they are sold by the live dealers of the city.

And since it does not sell appliances, it is of course interested in working out means of making the demonstrations which

it carries on for the good of the local trade pay their own way. It has worked this out in the washing machine field by purchasing a supply of towels for its office force and permitting the woman who runs the washing machine demonstration to wash the towels for the company employees. The saving which the company makes by owning and washing its own towels over the cost of paying for regular towel service is sufficient to cover the washing machine demonstrator's salary and the cost of the demonstration.



Store Equipment and Methods



Glass-Covered Wall Cases— and Their Lighting

BY V. D. GREEN

An interesting modification of the usual method of illuminating display cases has been installed in the electrical store of the Newman-Stern Company of Cleveland, Ohio. "Each showcase was specially designed to give the best possible display," said Mr. A. S. Newman. "Display is of paramount importance in getting sales."

The wall-cases containing percolators, toasters and other domestic electric conveniences are so arranged that the entire interior, from fixture line to floor is fully illuminated; the glass shelves upon which the goods rest not interfering in any way with the even distribution of light on the articles below them. The illumination consists of two tiers of light for each wall-case, one at the top of the case and the other half way from the floor line. All traces of glare have been eliminated through correct shading. The source of light in each fixture consists of two small Mazda tubular lamps.

The wall-case used to display flashlights and standard bulbs respectively are more of the ordinary type as regards general construction. The upper half of the case is glassed in and is devoted to an attractive, well-

*Timely Suggestions
on How to
Plan and Equip Your Store—
Systems Which Are Used in
Successful Merchandising*

illuminated display of the goods, the lower half being divided off into shelves for stock. In order to preserve neatness of appearance, sliding covers of polished wood cover the shelves on the lower part. In this way the necessarily somewhat unsightly appearance of bulbs and battery cases is completely avoided.

Arrange Display in Tiers

An equally interesting variation from the stereotyped method of displaying electrical goods, is shown in the arrangement of the counter case used for sundries such as sockets, switches, etc. This counter-case is fully illuminated with tubular Mazda lamps in a very similar manner to that used for the wall-cases. The trays or drawers containing the goods are arranged in the receding tiers in the same manner used in displaying "notions"—in fact the counter case is practically a notion-type design. The display of electrical sundries in a case of this type is however unusual.

"The effect of the display is not confined to customers," said Mr. Newman, "sales people feel that they are bound to keep articles in the cases in good condition and looking clean and bright."

Window Pictures That Boost Electrical Sales

BY H. D. KEMPERTON

Pictures in the window attract the attention of passers-by and halt them—every merchant knows. It is possible to have a constantly changing series of pictures, each one suggesting in some way electrical merchandise. The main requirements are a little search, a sharp pair of scissors and some paste and cardboard for mounting the pictures.

Newspapers in most sections have many novel pictures in them. Some have pictorial pages. Many have the beautiful rotogravure photo sections on Saturday or Sunday. Not everybody that passes your store will see these pictures in the papers. Even if they do most of them will stop to look again if they see them in your window. Especially if you have added to it a brief selling message.

But put nothing into your window that has not some apparent connection with your business. Make it easy for some to direct a friend to "that electrical store of Main Street that always has some electrical picture or clipping in the window."

Another good source of pictures are the popular mechanical and scientific magazines. Here are some suggestions that a bunch of old magazines and papers yielded for window pictures—wouldn't they remind people of what you have to sell?

Electromagnet Pulls Steel From Eyes of Workers.

Electric Light on Oil Can Spout Aids Engineer.

Electric Lamp Made From Palmetto Palm.

Deep Sea Fish Enjoy the Bright Lights.

Largest Indirect Lighting Fixture in the World.

Electric Shock Outfit to Keep Cats Off Back Fence.

Dance Hall Illuminated By Electric Moonlight.

Electric Ovens in Park for Picnickers.

Lighthouse is Model for Sailors Electric Reading Lamp.

Electrical Toothbrush for Home Use.

Baby Incubator Heated By Electricity.

An Electric Fan Forces Cold Air Into Furnace Thereby Aiding Fuel Combustion.

Tropical Lineman Has Hard Job—Spider Webs Cause Short Circuits.

Largest Searchlight in the World.



The Newman-Stern Company, Cleveland, great part of its electrical business comes caters largely to wireless amateurs and afrom this source.

Store Owner's Own Family Washing Done in Show Window Every Monday

BY G. E. TENNEY

Sales records are fine things for the electrical contractor-dealer to sit back in his office and contemplate, but they are far more difficult to achieve.

Resourcefulness, originality, pertinacity and many kindred virtues are highly essential in the staging of a successful appliance campaign. All of these virtues were brought into play by the proprietor of the Sanders Electric Appliance Company of Pasadena, Cal., recently, with surprising results. Fifty standard type washing machines were sold in a city of fifty thousand inhabitants in one working week.

Two extraordinary methods were employed by this store to create interest in its electric washing machines throughout the territory which it serves. For one thing the regular family washing of the owner was done in the store every Monday morning. Consequently the housewife passing the shop did not see a mere ordinary demonstration but the real every-week task of every home. This practice was followed for several weeks before the appliance campaign took place and a large number of advertisements were written around the idea. So successful did it prove in arousing interest in the washing machine that it has been adopted as a regular weekly stunt at this store.

Study the Customer's Own Home Problem

The second feature of the merchandising methods employed by this store in putting over the successful campaign was the use of less time to talk the mechanics of the washing machine to the prospective customer and more time to indicate genuine interest in the home problem, its difficulties and what the time-saving, labor-saving electric washing machine will do toward solving these problems.

Two open delivery wagons and a corps of trained salesmen were used during the week's campaign that sold the fifty washing machines. A machine was mounted on each wagon with appropriate signs on the side telling the story of the convenience of the "electric way" of doing the family wash.

The same appliance store recently

secured wide publicity when a quantity of United States currency was washed and ironed with ordinary household electric equipment in the shop window.

Ingenious Mailing-List System

BY JAMES EDWARD HUNGERFORD

Many sales are lost, and much postage is wasted in preparing lists for manufacturers who ask retailers for them. Then, too, preparing the lists is usually a tedious task, with many names that should be included or omitted from the list.

A Southern California dealer has worked out a clever and satisfactory method of preparing his mailing lists. Here is his method.

When he has secured all of the names that he thinks should be included on his circularizing list, he has mimeograph stencils cut by his typist. Then a number of sets of sheets are run off on good paper. He keeps one list on his desk, on which he notes changes in address, errors, "move-aways," deaths, non-delivery, and other revisions, and adds to this any new names. The sets of lists are stapled together, and kept handy for use.

When a manufacturer, with some printed matter to mail out, asks for a list, the merchant refers to his

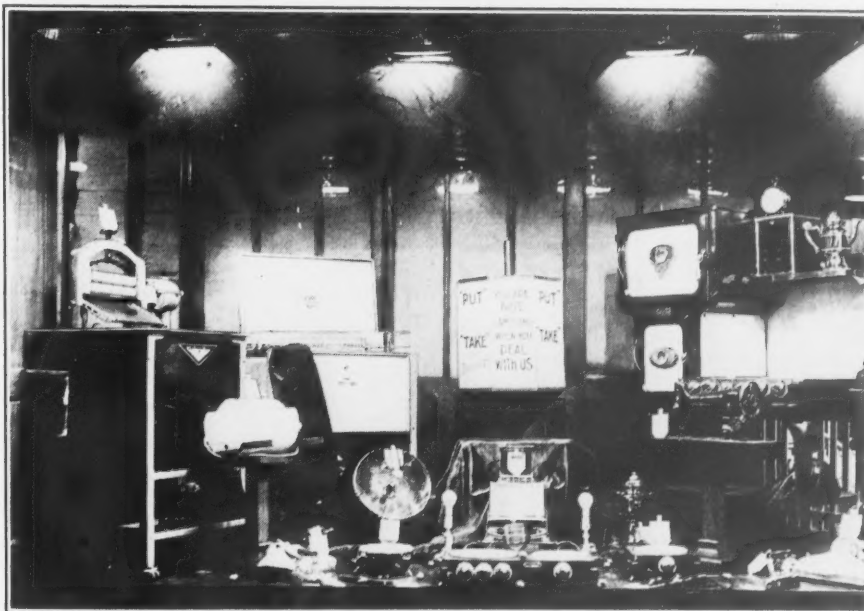
Make Your Delivery Wagon Distinctive!



This delivery car is said to be worth \$1,200 a year in local advertising to the Collins Electric Company, Springfield, Mass. If the secret of good advertising is to "be different," the cars success is explained, for there isn't another like it in Springfield. It is known everywhere by its attractive and striking black and white paint, a color scheme borrowed, we suspect, from the black and white taxis familiar on New York's thoroughfares!

corrected list, and has his typist copy the new names onto one of the duplicate sets. Then with this before him, he puts a blue-pencil check before each name that is to be addressed for that particular piece of mail. The next piece of mail may take still another set of names as checked at that time on one of the duplicate lists.

This gives the manufacturer a clear list, one of the logical prospects according to the judgment of the merchant, and the merchant need not worry about the non-return of the list. The list can be typewritten, if no mimeograph is available.



"In our window displays the past Spring, we capitalized somewhat on the popularity of the 'toddle top' or 'put and take top,'" reports E. D. O'Dea, retail manager for McCarthy Bros. & Ford, Buffalo, N. Y. "The central feature of one window was a monster reproduction of a 'put and take' top, about 18 in. high, which was rotated slowly by belting from a concealed fan motor. On the various spaces of this

'top' were painted suitable expressions such as 'Put in Electricity—Take Out Comfort,' etc. On various appliances in the window we had small top-shaped signs reading: 'Put in \$7.50, take a Westinghouse Electric Iron.' Also a number of real toddle tops were scattered throughout the window with the appliances. It was a very effective window and attracted considerable attention."



Sales Helps for the Dealer



A Use for Used Street Car Cards

The Crawley Electric Company of Peoria, Ill., has a new way of getting full value from advertising helps furnished it by the manufacturer. This firm believes strongly in street car advertising, and has a contract with the local traction company which calls for a display of seventy-eight cards each month. The cards in the cars are changed monthly.

However, instead of throwing away the cards, which are still in good condition at the end of the month, the electric company uses them to post the roads leading into Peoria. The cards are well printed and durable, and striking displays have been built up on some of the roads.

"Yours to Command"—a New N. E. L. A. Film

"Yours to Command" is the title of the new motion picture film which the National Electric Light Association is offering this year as a successor to last year's picture, "Back of the Button." It is estimated that the latter film scored showings before 3,000 audiences. Six thousand audiences is the goal set for the new film, which will be exhibited in the regular movie theatres and, in addition, released through the non-theatrical distributing agencies, which loan instructive movies free to churches, schools, and clubs.

The picture takes the spectators behind the scenes in movieland and the theatre, to show the importance of electricity in this industry; then touches a few high spots in other industries; and finally gives some new glimpses of the familiar uses of electricity in the home.

"To Any Audience of Three or Three Thousand"

The home, though representing the biggest market for the portable motion picture machine "that operates from any lamp socket," is by no means the only market, points out a new folder entitled "To Any

*Show Window, Counter,
Mail Advertising and
Specialty Aids
Which Manufacturers Offer to
Help You Get More Trade*

Audience of 3 or 3,000," issued by the DeVry Corporation, 1250 Marianna Street, Chicago. Picturing the wider market, the folder has illustrations of typical audiences in the schoolroom, the Sunday school room, in sales work of all kinds, at small town shows and entertainments, in first aid classes, and in factory classes in shop efficiency.

S.E.D. Publication Service for Non-Members

Any individual desirous of subscribing to the Society for Electrical Development's publication service may now do so at an annual fee of \$25. This new ruling, while not entitling the individual to membership in the Society, insures his receiving a copy of all monographs, booklets, printed statistics, etc., issued by the Society during the year of subscription.

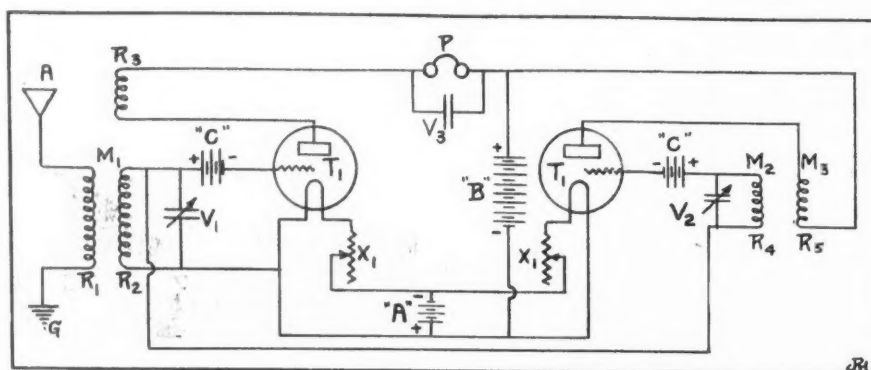
The Electric Motor & Engineering Company, Canton, Ohio, has recently issued a new catalog on its panel boards, switch boards, steel cabinets, and power equipment specialties.

"As Easy to Operate as a Phonograph"

For the beginners in wireless telephony, the Freed-Eisemann Radio Corporation, 255 Fourth Avenue, New York City, is issuing an interesting booklet, "The Marvel of the Wireless Telephone." An introduction called "The Romance of Wireless" gives a general outline of the development of radio in recent years. Two pages of reproductions of letters, news-bulletin programmes and newspaper radio articles give some idea of the wide appeal of this newest popular science. One page of diagrams shows various methods of erecting aerial antennae, and other pages describe various types of sets, including receiving apparatus in period and cabinet form.

The Laundryette Manufacturing Company, 1178 East 152d Street, Cleveland, Ohio, following up the success of its four-page letterheads, is offering dealers the same advantage in a single-page letterhead. These letterheads can serve the dealer for any of his correspondence, and may be had imprinted with his name, address and telephone number. Small black, orange and white pictures on the left-hand side of the page show the operation of the "Laundryette."

Major Armstrong's Super-Regenerative Circuit Now Available in Leaflet Form



With the radio world agog over Major Edwin Howard Armstrong's super-regenerative circuit, requests are pouring in upon radio dealers all over the country for copies of the "hook-up" diagram and the list of items necessary for this circuit. Accordingly, Ludwig Hommel & Company, a radio jobbing house of 530 Fernando

Street, Pittsburgh, Pa., has prepared the above "hook-up", together with a table giving the desired information. A limited number will be supplied any dealer upon request. In many towns copies of the "hook-up" have been selling for ten or fifteen cents each, and almost everywhere exact information is being sought.

On Lampshade Making— The Newest House- hold Art

Though intended primarily to teach the home-maker the art of making lamp shades to meet her individual needs, the book, "Lampshades: How to Make Them," by Olive Earle (Dodd, Mead & Co.) will give the lighting man many interesting sidelights on the fabrics, workmanship and design of the lamps he sells—as well as on what is in the woman's mind when she comes to buy her lamps.

For example, to pick out a few sentences at random:

"The first thought to be kept in mind when planning a shade is the decorative point of view. . . .

"Consider whether the shape of the frame is exactly right. Look at it critically and decide whether it is large enough for the base or perhaps a little topheavy; it may be that it takes up more than its fair share on the table. Many a small room has taken on the dimensions of a doll's house drawing room owing to the vastness of the lampshade. Inversely, the dignity of a large room may be impaired by the choice of an insignificant fixture or shade. Try to visualize the size and shape.

"The next important consideration is the color effect . . . The effect of the filtered light on the other furnishings is a matter that cannot be dismissed as unimportant, if beautiful illumination is the result desired and not just 'a room with the light turned on.'"

Detailed directions for making lampshades of all kinds are given in the book, under such chapter headings as: "Binding and Lining Frames," "Fabric Shades," "Decorated Shades," "Shades for Side Lights and Overhead Fixtures," "Paper Shades," "Trimnings, Fringes and Accessories."

Advantages of Electric Glue Pots

Keeping glue at the correct temperature is the subject of an illustrated folder on the "Sepco" automatic electric glue pot issued by the Automatic Electric Heater Company, Warren, Pa. The folder mentions reduced superintendence, time saving, spoilage elimination, and economy as advantages of electric glue pots.



For the Cost of One Cigar

"You can cook a big meal with an electric range for what it costs to smoke one cigar." If every woman would tell her husband that, thinks the Standard Electric Stove Company, Toledo, Ohio, in a new booklet it is offering dealers entitled "Confessions of a Married Woman," there'd be more electric ranges bought. The book tells in a readable way the advantages of electric cookery, and shows the different sizes and types of ranges.

A Mystery Campaign for The Electric Clock

Electric clocks are still enough of a mystery to the general public to make them interesting subjects for the kind of "teaser" or "mystery" advertising campaign that seldom fails to attract attention.

A plan for such a newspaper campaign has been worked out for dealers by the Tiffany Never-Wind Clock Corporation, Buffalo, N. Y. It consists of eight advertising suggestions, the first three of which tell about "The clock that is never wound," but do not explain how it works, and invite the public to come to the window and guess how the mystery is solved. Follow-up ads explain the operation of the clock by the battery in its base.

In addition, the manufacturer supplies movie slides and envelope enclosures to supplement the newspaper advertising.

Edison Lamp Works Issues Additional Lighting Data Bulletins

The Edison Lamp Works of the General Electric Company has issued another group of lighting data bulletins which fit in with the general plan of bulletins being published by that company. The subjects of these bulletins are: "The Lighting of Small Stores" and "Effect of Color of Walls and Ceilings on Resultant Illumination," compiled by A. L. Powell of the lighting service department, and "Fundamentals of Projection," compiled by L. C. Porter of the commercial engineering department.

Each bulletin is given an L. D. (lighting data) number arranged consecutively. An index number is also given and the scheme of indexing is as follows:

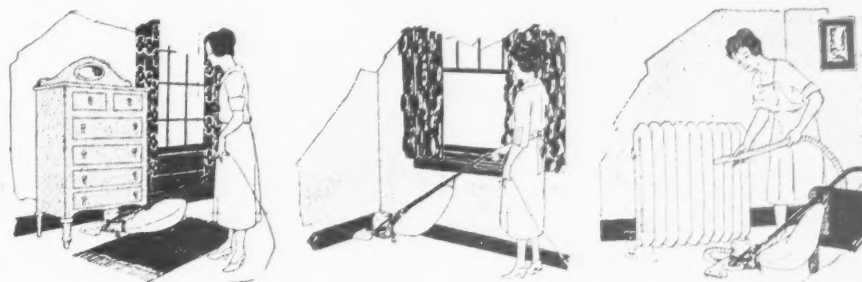
- 1 to 10 —Lamps
- 11 to 30 —General illumination questions
- 31 to 60 —Interior, commercial and decorative lighting
- 61 to 90 —Industrial lighting
- 91 to 100—Exterior and miscellaneous lighting

Additional numbers are in the course of preparation and eventually the entire lighting field will be covered. The bulletins will be supplied on request.

When the material in a bulletin becomes out of date, the plan is to revise the text and substitute a new bulletin under the same index number.

The Century Electric Company, St. Louis, Mo., is bringing out a new set of booklets covering each class of its motors and fans.

Telling in Picture and Story the Uses of the Cleaner



When the first novelty has worn off, it's the little things about a vacuum cleaner that decide whether it will or will not mean complete satisfaction to the housewife. For instance—if it cleans under furniture without making it necessary to remove every chair or chiffonier; if it cleans corners without making it necessary for a hand brush to be called in to finish the job; if it makes it easy to clean small rugs, mattresses and

other things that roll up in front of the cleaner. These are a few of the points brought out in a little homely on housecleaning, entitled "Good Housecleaning," ready for distribution by the United Electric Company, Canton, Ohio. The booklet discusses the operation of a cleaner and gives some practical hints to the housekeeper on getting the most of it, with particular reference to the attachments.

New Merchandise to Sell and Where to Buy It

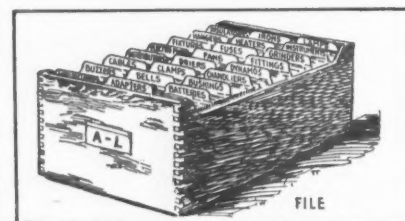
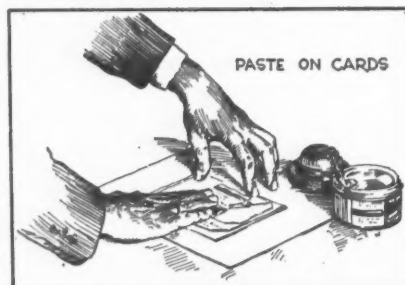
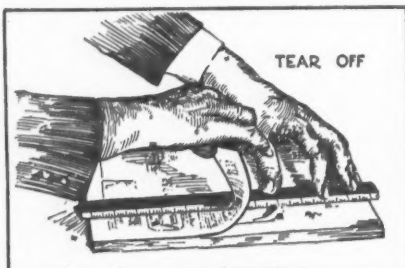
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances for the Home Electrical

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new - merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



An Electric Iron Without the Trailing Cord

Electrical Merchandising, September, 1922

An entirely new idea for electric irons is embodied in the new "Nocord" iron just brought out by a western company. With the purpose of enabling the housewife to use the iron without having to watch out for the trailing cord, the maker has eliminated the cord from the iron, altogether, by putting it, instead, on the iron stand. Contact and heating are made by means of two plugs—the female plug is attached to the stand, and the male plug slips into the socket on the iron. Contact is made by gravity when the iron is placed on the sloping stand.

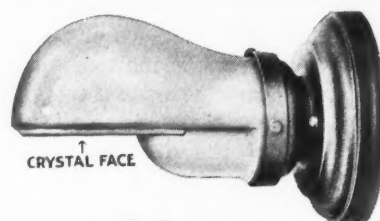
The Nocord Electric Iron Company, Los Angeles, Cal., is the manufacturer, but the iron is being distributed by the Hollywood Investment Company, Inc., 5466 Santa Monica Boulevard, Los Angeles.

Wall Bracket

Electrical Merchandising, September, 1922

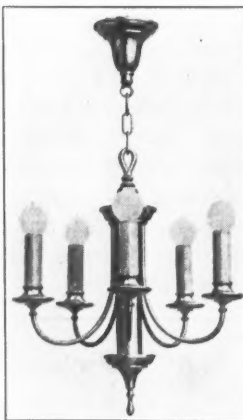
An unusual feature of the new half-shade wall bracket offered by the Reflectolyte Company, 914 Pine Street, St. Louis, Mo., is that the lower horizontal surface, instead of being open, is closed. That is—as shown in the illustration—the entire shade is blown in one piece of crystal glass, and is opal enameled all over, except the flat horizontal lower face, which remains crystal. This clear surface is provided to permit the unobstructed exit—downward—of the light.

These brackets are intended for use in hospitals, tellers' cages, over check



desks in banks, in bathrooms, in hotels, apartment buildings and homes.

They are made with metal parts plain and ornamental, and are catalogued as Type HR and HRO.



Candelabra Ceiling Light

Electrical Merchandising, September, 1922

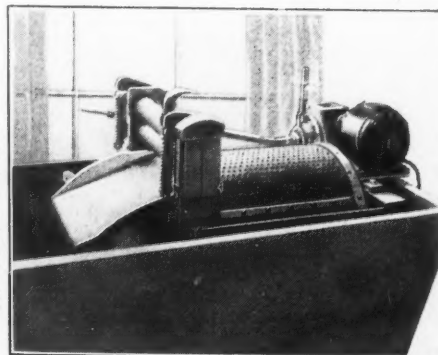
Designed for the living room or dining room, and to be used with frosted ball lamps, is the new candelabra ceiling fixture, catalogued as No. C-2082, offered by the E. C. Adam Company, 902 Pine Street, St. Louis, Mo. As shown in the illustration, the fixture has a long body and graceful sweep of spreading arms. It is finished in brush brass, and may be had with five, four or three lights.

Clothes Washer for Stationary Tubs

Electrical Merchandising, September, 1922

Its unusual capacity, making it easily adequate for the average family wash, is said to be the feature of the new electric clothes washer for stationary tubs brought out by the Raymond Manufacturing Company, Saugatuck, Conn. This revolving-cylinder machine is designed to fit in any ordinary stationary tub, and so will not take up additional space in a crowded kitchen or laundry.

In addition, the motor of the machine is detachable, and so can be used for general utility purposes around the home.

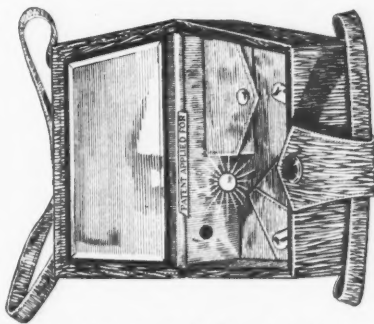


A New Vanity Case for Milady —Electrically Lighted!

Electrical Merchandising, September, 1922

If you've never had to use a vanity case, you can't, of course, know the inconvenience of having to apply the powdery beautifiers in the dark—adequate light isn't always available for this delicate task, and cheeks that had a shell-like tint in the dim light in which they were acquired may later give their owner an agonizing moment when she catches sight of them in a mirror.

Gallantly to the rescue of the ladies now comes the Spangler Manufacturing Company, of 160 North Wells Street, Chicago, which is equipping twenty-eight different styles of vanity cases with tiny electric lights. When the case is opened and a button pressed, a soft flood of light is thrown on milady's face, strong enough for the most delicate lines to be made with artistry and despatch. The



lighting system is built into the case, and the batteries are easily replaced.

Some of the cases are of leather, some are gold lined, and some are quite elaborately outfitted—ask any woman how!



Lamp Projector Throwing Advertising Message on Sidewalk

Electrical Merchandising, September, 1922

Brief advertising messages thrown on the sidewalk often are read by persons who pass by without a glance at a display window. The "Ad-Walk" is a small, compact electric lamp projector, standing on its own base, for the purpose of projecting these messages from the store window. It may be adjusted high or low and turned in any angle or position. The Adsign Corporation, 247 West Forty-seventh Street, New York City, is the maker.

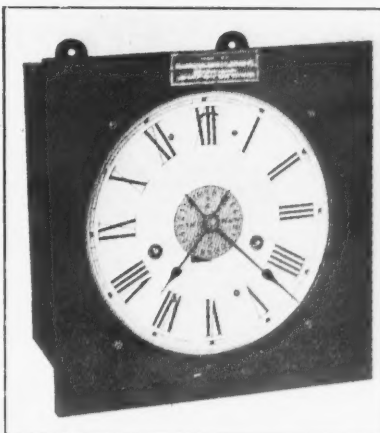
The device is equipped with a 100-watt tungsten lamp, cord and plug, all ready to attach to any electric socket. A metal slide with the dealer's advertisement upon it is supplied with each projector.

Automatic Time Switch

Electrical Merchandising, September, 1922

For automatically switching off lights at predetermined periods—such as in show windows, showcases and apartment house halls—C. I. Brink, of 24 Gold Street, South Boston, Mass., is offering 8-day automatic time switches called "Reliance."

These switches may be had either with the open face for indoor installation, or with the closed face, for outdoor installation. The indoor type has a glass face, the outdoor type has a solid iron door. These switches turn the current either on or off.



Household Window Ventilator

Electrical Merchandising, September, 1922

A new window ventilator designed for use in residences, kitchens, homes and offices has been created by the Autovent Fan & Blower Company of 730 West Monroe Street, Chicago, Ill.

This ventilator is adjustable to windows of any size, and can be installed in the window sash by anyone without installation expense, in two minutes' time. The ventilator has been designed to connect to and operate from the lighting circuit, and will cost less than one cent an hour to operate. One feature of this ventilator is that the window can be closed and locked when the fan is not in operation.

The fan will especially appeal to the housewife for its ability to exhaust cooking odors, excessive heat, smoke and stagnant air particles that circulate through the home, doing damage to furniture, interior decorations, portieres, etc.



Portable Crystal Receiving Set

Electrical Merchandising, September, 1922

Designed to give the radio amateur a complete receiving unit without the use of batteries or any other additional apparatus is the "Little Wonder" portable radio outfit developed by the Radio Service & Manufacturing Company, 110 West Fortieth Street, New York City. The small oak box containing the instrument measures only 5 x 3½ x 6 in. The wave length range is from 150 to 800 meters.

There are only four binding posts on the panel—two for the phones, one for the antenna, and one for the ground.

This is Type S8, but the company is also offering Type S8A, which includes a Type S8 receiver, a 75-ohm phone and cord, 100 feet of No. 14 copper wire and four insulators.



Radio Headset

Electrical Merchandising, September, 1922

In the "T. B. H." headset manufactured by the Telephone Book Holder Corporation of Dansville, N. Y., the magnets are of chrome magnet steel, heat treated, producing a lasting magnetic system of proper strength to suit the diaphragm and coils, according to the maker. The bobbins are of annealed iron, wound with selected copper magnet wire, enamel insulation. Coils are machine wound.

Electric Steam Pressure Cooker

Electrical Merchandising, September, 1922

Because of its saving of time and heat, steam pressure cooking is becoming more and more popular as women are growing more familiar with its possibilities.

The "Electronette" is the name of a new electrically heated pressure cooker placed on the market by the Duncan Electric Cooker Company, 20 East Jackson Boulevard, Chicago. Half an hour is the average time for cooking an entire meal on this cooker. It comes complete with utensils to hold the food, and when the switch is set for the correct temperature there is never any danger of burning, the heat automatically shutting off.

Universal Radio Plug

Electrical Merchandising, September, 1922

The new No. 60 universal plug of the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., is built especially for the requirements of radio service. It may be used for plugging up head sets, microphone transmitters, battery supply, etc., fits any radio jack and takes any type of conductor without soldering. It is adapted to cords with loops, stranded conductors either with or without tips, also solid conductors with or without tips and of any diameter. It is built for mechanical strength and consists of few parts.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Sell Each Radio Fan a Radio Book

"A very important part of our radio selling plan is to try to interest our customers in wireless further than merely putting up a receiver that will catch the concerts sent out by the nearest broadcasting station," explains one of New York's successful dealers.

"We always try to sell with the set a book which explains the fundamentals of wireless communication and we try to show a man the fascination in adding to his plant from time to time so that he can reach out further and further into the ether, and hear the far distant stations. We would like to have all of our customers learn something of the codes and wireless practice so that the things they hear will not be just Greek to them, but interesting.

"We anticipate that a great deal of our business in the future will come from those people among the thousands who are now dabbling in wireless, who become 'radio bugs'—people who make it a hobby. The kind of a fellow who is satisfied to buy a crystal receiver set and let it go at that isn't just naturally a good prospect for future business. He must be trained.

Radio Sets Must be Sold

"Hundreds of new radio manufacturing concerns who a couple of months ago would not even pay attention to a small order, now are quite humble and willing to make some small concessions. We have felt the drop in demand from the public, as have all the rest of the dealers, but probably not to so great an extent as some. But one thing is pretty sure; the day of order-taking in the radio business is just about over. From now on radio sets will be sold. We have been selling from the very beginning and we are certainly in a better position to keep right on selling than most of our competitors. In carrying out this policy we have sacrificed a good deal of business and we have been called foolish. But we are proud of the fact that of the hundreds of sets we have sold only one has come back, and that through no fault of ours. Our policy is beginning to bear fruit, now that things are quieting down, and we are quite satisfied with the results.

"There is a great deal of virgin

territory on the American continent, still. The force of this radio wave has spent itself in the big cities of the East, but in hundreds of communities it is just beginning to be felt. Of course, we supply only a local demand and are not directly interested in what goes on in other cities, but if I were extending this business to the still virgin territory, I would insist that this conservative policy be carried out."

Let the Prospect "Listen In"

"The idea of giving the prospective customer a practical demonstration through an aerial on the roof seems to be generally approved. There is no stronger argument to the novice who has never 'listened in' on a radio concert, than actually to put a pair of phones to his ears and let him hear for himself what the little set

before him holds in store. Even when no practical demonstration is possible, it would seem advisable to have one or two completely assembled sets on display, quite apart from the usual confusing array in the show cases and on tables.

"It would seem, also, that the logical thing, following the example of the conservative dealer, is to select demonstration salesmen from the ranks of wireless amateurs, of which every city and town has had its quota for many years past. These salesmen ought not to be left to their own resources in making sales, but carefully instructed. A few may be found who have chosen salesmanship as a profession, but as a rule they will have to be impressed that during working hours they must forget as much as possible about wireless and learn salesmanship."

Record of Lighting Fixture Patents

Issued from June 27, to July 25, 1922

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York

Design Patents

The following are ALL the Design Patents pertaining to lighting materials issued by the U. S. Patent Office, from June 27, to July 25, 1922, inclusive:

- 61,132. Chandelier. Thure E. Dahl, New York, N. Y. Filed May 31, 1921. Issued June 27, 1922. Term of patent, seven years.
- 61,133. Desk Lamp. Sigmund Dulczewski, Buffalo, N. Y., assignor to Burglar Alarm & Metallic Manufacturing Corporation, Buffalo, N. Y. Filed Aug. 19, 1921. Issued June 27, 1922. Term of patent, three and one-half years.
- 61,141-42. Lighting Fixture & Frame for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to The Morreau Company, Cleveland, Ohio. Filed Aug. 11, 1921. Issued June 27, 1922. Term of patents, three and one-half years.
- 61,146-47. Principal Central Body of a Lighting Fixture & Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed Sept. 3, 1921. Issued July 4, 1922. Term of patents, fourteen years.
- 61,178. Art Metal Shade Frame. Adolf Steffen, Pittsburgh, Pa., assignor to Pittsburgh Lamp, Brass & Glass Company, Pittsburgh, Pa. Filed May 18, 1921. Issued July 4, 1922. Term of patent, seven years.
- 61,187-88. Wall Bracket for Lighting Fixtures & Plate for Wall Bracket for Lighting Fixtures. Thure Dahl, New York, N. Y., assignor to Lightolier Company, New York, N. Y. Filed Feb. 10, 1921. Issued July 11, 1922. Term of patents, three and one-half years.
- 61,201. Lighting-Fixture Arm. Louis Levine, Brooklyn, N. Y. Filed Oct. 8, 1921. Issued July 11, 1922. Term of patent, seven years.
- 61,202. Globe for Lighting Fixtures. Louis B. London, New York, N. Y. Filed Oct. 8, 1921. Issued July 11, 1922. Term of patent, seven years.
- 61,216. Combined Phonograph and Lamp Stand. Solomon Trustman, Detroit, Mich., assignor of one-half to Amos Emsley, Detroit, Mich. Filed Nov. 30, 1921. Issued July 11, 1922. Term of patent, fourteen years.
- 61,226. Standard for Lighting Fixtures. Joseph W. Gosling, Schenectady, N. Y., assignor to General Electric Company, New York, N. Y. Filed Sept. 12, 1921. Issued July 18, 1922. Term of patent, fourteen years.
- 61,242. Lamp Shade, Globe, or similar article. Harrison D. McFaddin, East Orange, N. J. Filed Sept. 9, 1921. Issued July 18, 1922. Term of patent, three and one-half years.
- 61,254-64. Shade for Lighting Fixtures & Pedestal for Lighting Fixtures. Frederick Roettges, Stamford, Conn., assignor to William R. Noe & Sons, New York, N. Y. Filed Oct. 22, 1921. Issued July 18, 1922. Term of patents, seven years.

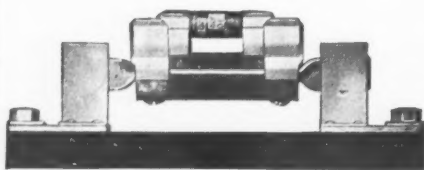
61,279. Husk for Lighting Fixtures. John William Schulze, Providence, R. I., assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed June 13, 1921. Issued July 25, 1922. Term of patent, fourteen years.

Mechanical Patents

- 1,420,806. Lighting Fixture. Frederick C. Baker, Portland, Ore. Filed Apr. 1, 1918. Issued June 27, 1922.
- 1,421,058. Lantern Construction. Henry Barkschat, Los Angeles, Cal., assignor of one-half to Edmond B. Blinn, Los Angeles, Cal. Filed Mar. 1, 1920. Issued June 27, 1922.
- 1,421,122. Lamp Socket. David E. Bown, Crafton, Pa. Filed Nov. 5, 1918. Issued June 27, 1922.
- 1,421,382. Electric-Light Fixture. Richard M. Beard, New York, N. Y. Filed Sept. 20, 1919. Issued July 4, 1922.
- 1,421,633. Incense Burner and Perfumer. Louis Weidlich & Alfred J. Flauder, Bridgeport, Conn., assignors to the Weidlich Bros. Manufacturing Company, Bridgeport, Conn. Filed Mar. 31, 1921. Issued July 4, 1922.
- 1,422,244. Lighting Unit. Robert D. Wardell, Detroit, Mich. Filed May 3, 1920. Issued July 11, 1922.
- 1,422,796. Lighting-Accessory Suspension. William H. Spencer, New York, N. Y., assignor to I. P. Frink, Inc., New York, N. Y. Filed July 9, 1921. Issued July 11, 1922.
- 1,423,119. Holder for Electric Lamps and the Like. James F. King, Worcester, Mass. Filed Sept. 9, 1921. Issued July 18, 1922.
- 1,423,319. Lamp Shade. Meyer Greitzer, New York, N. Y. Filed Aug. 31, 1921. Issued July 18, 1922.
- 1,423,331. Lighting Fixture. Karl Keller, Brooklyn, N. Y., assignor to J. H. White Manufacturing Company, Brooklyn, N. Y. Filed Sept. 1, 1921. Issued July 18, 1922.
- 1,423,433. Lamp. Adolph A. Ketchum, Chicago, Ill. Filed May 13, 1921. Issued July 18, 1922.
- 1,423,645. Switch-Supporting Attachment for Electric Fixtures. Frank Lowell Butler, Chicago, Ill. Filed Apr. 25, 1921. Issued July 25, 1922.
- 1,423,646. Electric Fixture. Frank Lowell Butler, Chicago, Ill. Filed Nov. 12, 1920. Issued July 25, 1922.
- 1,423,683. Stem for Electric-Lighting Fixtures. Elias Rockoff, Chicago, Ill., assignor of one-half to Bernard Rockoff, Chicago, Ill. Filed July 6, 1920. Issued July 25, 1922.
- 1,424,095. Electric Lighting Fixture. Pliny L. Haislip, Washington, D. C. Filed Oct. 11, 1921. Issued July 25, 1922.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each



Fuse Reducing Unit

Electrical Merchandising, September, 1922

To permit reduction in fuse sizes without the expense of changing panel, or switchboard equipment the "Fuse Reducer" is being marketed by the Plainville Electrical Products Co., Plainville, Conn.

The reducers are made in five sizes for 250 and 600 volt circuits. The 250 volt sizes, for 100-60, and 60-30 amperes, are shown in the illustration.

Commercial Lighting Fixture

Electrical Merchandising, September, 1922



"Sunray" is the name of a new line of commercial lighting fixtures developed by the Bailey Reynolds Company, 913-15 Grand Avenue, Kansas City, Mo. These are lanterns molded so as to control the distribution of rays of light, allowing a small quantity to illuminate the walls and ceilings, but concentrating a flood of pure, soft light downward to the working planes.

Alabaster glass is the material used, and it is constructed entirely in one piece, to eliminate dust and dirt. For variety it is combined with different styles of ornamental mountings.

Period-Design Radio Cabinets

Electrical Merchandising, September, 1922

A complete radio receiving apparatus in a cabinet of any of five periods is the newest offering of the United Radio Laboratories, Inc., 410 East Pearl Street, Cincinnati, Ohio. The five period designs are: Adam, Queen Anne, Louis XVI, Octagon and Chippendale. The design illustrated is the Louis XVI, and the cabinets may be had in either mahogany or walnut.



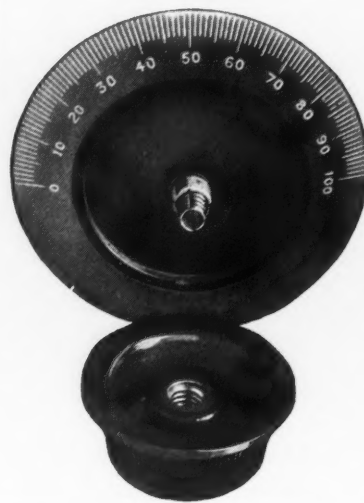
New Merchandise To Sell

(Continued from third page preceding.)

Knob and Dial for Radio Use

Electrical Merchandising, September, 1922

The Tait Knob & Dial Company, 11 East Forty-second Street, New York City, has placed on the market a new knob and dial for radio use, which eliminates the use of the set-screw. The knobs and dials utilized in regulating radio devices, such as variometers, condensers, etc., have usually utilized the set-screw as a means of securing the knob and dial to the shaft. To mount this knob and dial it is simply necessary to hold the dial with one hand, and screw on the knob with the other. No tools are necessary. When fastened, it will not wobble on the shaft. Bakelite is the material used.



Radio Receiving Set

Electrical Merchandising, September, 1922

The "Main" radio receiving set, offered by the Main Radio Company, 722 Marion Building, Cleveland, Ohio, is built up in convenient form, that of unit style cabinets, so that a customer can start with a tuner unit and detector unit and have a range up to three hundred miles under favorable

conditions, with a head phone. Later on he can add the two-stage amplification unit as well as a loud speaker.

This set uses the regenerative circuit. The natural-color mahogany cabinets, with black polished formica panels, dials, (gradations in white) nickel nuts and screws, jacks, are other features.

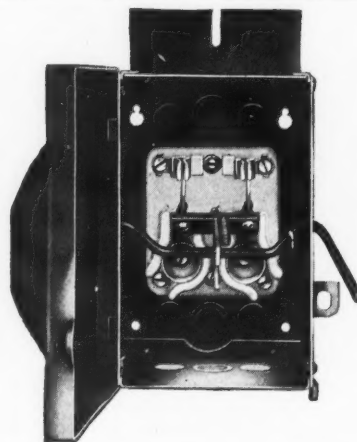
The units can be placed in a talking machine cabinet, and the horn utilized as a loud speaker. The batteries, both A and B, can be concealed in this way.

Entrance Switch

Electrical Merchandising, September, 1922

The features of the new entrance switch, manufactured by the Trumbull-Vanderpoel Electric Manufacturing Company, Bantam, Conn., are:

Larger wiring space; more convenient knockouts; moulded circular barriers protecting fuse shells; quick break; provision for locking or sealing box or switch or both together; box of Armco ingot iron; enamel baked on; solid ends or open ends, and meter trims for all standard meters.



Radio Parts

Electrical Merchandising, September, 1922

The Atwater Kent Manufacturing Company, of 4931 Stenton Avenue, Philadelphia, is producing variometers, variocouplers, and audio frequency transformers.

The circular bases of the variometer

and the variocouplers are provided for table mounting, but may easily be removed when the instruments are to be mounted on a panel. And the audio frequency transformer has been designed to reduce distortion as much as possible.

Silent operation of the instrument has also been insured by a metal case which incloses as well as shields the transformer.

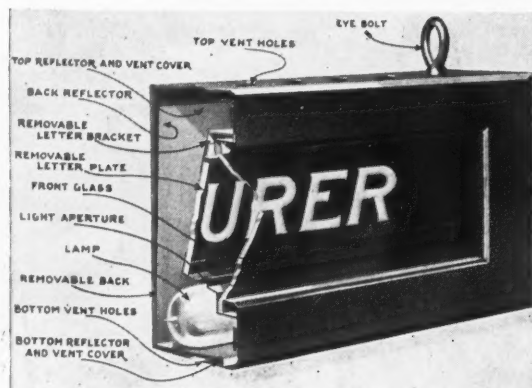
Interior Sign

Electrical Merchandising, September, 1922

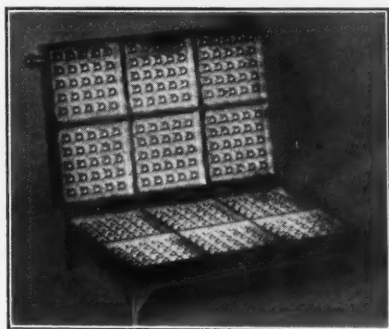
The Flexlume Corporation, Buffalo, N. Y., has just placed on the market an electric sign for interior use.

The sign has a thickness of just 1 1/2 in., with letters one inch high. With the two-way lighting system, the light is thrown up directly on the outer face of the raised glass letters. It is also thrown behind the letters so that it shines through the glass letters as well as on them.

The face of the sign is usually made in copper, although any finish can be supplied.



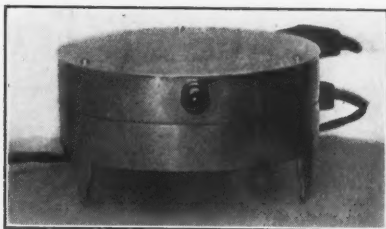
What's new on the market? These pages will tell you. 



Household Waffle Iron

Electrical Merchandising, September, 1922

Where there are five members or more in the family and every one likes waffles, a waffle iron like the new "Yum Yum" model No. 6, which bakes six waffles all at once, is sure to have a very special attraction. This iron is rectangular in



shape, is made of cast aluminum with a polished sheet aluminum cover, and has electric heating elements covering the entire baking surface. A shield is cast directly over the terminals on the lower iron to prevent batter from coming in contact with them. The top and bottom bakers are connected by separate plugs, giving separate heat control for each.

The Electric Waffle Iron Company of 1422 St. Nicholas Avenue, New York City, which manufactures this iron, is also offering a circular-shaped waffle iron which bakes four waffles.

Open-End Ironing Machine

Electrical Merchandising, September, 1922

Dresses, blouses and other garments which ordinarily have to be ironed doubled on the closed-end ironing machine, can be ironed with one thickness on the "Chapman" ironer, made by the Chapman Company of Berlin, Wis. This machine has an open end, so that the dress can be slipped over the roll and pulled around as the ironing proceeds.

Because of its open end, the ironer has only a 24-in. roll, which, however, permits of ironing a 48-in. cloth without folding. It is only about as large as a sewing machine, and may be rolled about.

The machine is gas-heated, but is driven by a $\frac{1}{2}$ hp. motor.

Novelty Pulls for Lamps

Electrical Merchandising, September, 1922

Novelty pulls for pull chains and lamps, made in the shape of owls or of humming birds, are being offered by the Nature Studio, 243 West Biddle Street, Baltimore, Md. They are radium-treated, to shine in the dark.

Complete Package Sets for Lampshade Making

Electrical Merchandising, September, 1922

Because many women who want to make their own lampshades are discouraged by the necessary "shopping around" for the materials, the Bernard W. Cowen Corporation, 53 West Twenty-third Street, New York City, has devised the plan of offering in individual packages complete sets of material for the making of shades.

Every item needed in the making of the shade is included in the package—for example, a typical package contains four pieces of Jap silk, two pieces of tricotine, the wire frame, tape, three kinds of braid, two kinds of fringe, flower garlands, and four cards of cotton. Exact measurements are given, and colors are carefully matched. Thus the woman is saved not only the usual time given to shopping around and matching colors, but also the expense, as usually happens, of buying more material than she needs.

Not only table lamps, but numerous designs of floor lampshades, bridge, reading, boudoir, candle, wall bracket and novelty lampshades, are being offered in this package form. All the dealer need carry in stock are these small packages, numbered, labeled and classified, and filled with the material.

Lustreware Percolator Set

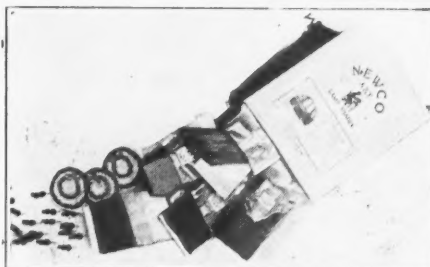
Electrical Merchandising, September, 1922

The charm of lustreware, with its glowing colors and possibilities for unusual and exquisite tints, has long made a lustre piece one of the most popular of gifts—good lustreware will always receive the choice spot in the living room or dining room, for exhibition purposes.

And now our old friend, the utilitarian percolator, steps forth in holiday dress, to greet the holiday season—in none other than that same lustreware, in exquisitely delicate shades of orchid, or blue, or yellow, or pearl. The Rochester Stamping Company, of Rochester, N. Y., is offering them, and the shining body of the percolator matches the cream pitcher and sugar bowl—and all come on a silver tray. It is a set that would make any bride delirious with joy—and would certainly go far to put the "gift atmosphere" in the electric shop!



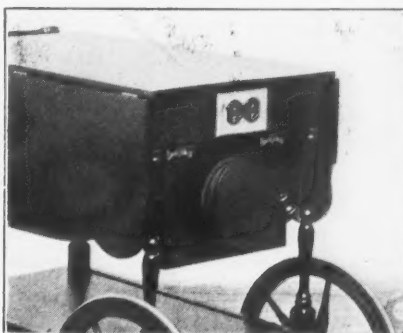
One set is completely silvered on the outside, with lustre interiors.



Wired Tea Wagon

Electrical Merchandising, September, 1922

"Smooth-running as an electrical party" will become a universal saying when all the little conveniences that are constantly being added to the electrified tea wagon are universally adopted. Now a Rochester furniture company is offering a tea wagon not only with two receptacles for the convenient connecting of appliances, but also with a



Sectional Receiving Set

Electrical Merchandising, September, 1922

The receiving set made by the Tresco Company, Putnam Building, Davenport, Iowa, consists of three separate units which can be sold separately or jointly. Unit No. 1 is the tuner and detector; unit No. 2, a cabinet to fit any "A" storage battery; and unit No. 3, a two-step amplifier.

To these units may be added a top and base, to give the finished appearance of one case to the apparatus when complete.



Radio Parts

Electrical Merchandising, September, 1922

A new line of radio parts, known as the "R-E" line, has recently been placed on the market by the Radio Electric Company of Pittsburgh, Pa.

The Type SA vacuum tube socket, manufactured by this concern, is mounted on a special heat-proof composition measuring $2\frac{1}{2}$ in. x $2\frac{1}{2}$ in. x $\frac{3}{4}$ in., possessing high insulating qualities. The receptacle may be back-mounted by reversing the connecting screws, or the shell itself may be removed and used on a supporting panel where more than one socket is required. The contact designations are moulded in the base, and no opportunity is afforded for effacing them. All metal parts have a nickel finish.

This company also manufactures an inductance switch known as Type SC. The knob, of moulded composition, has a special tapered design. The contact arm is composed of three phosphor bronze laminations. Swinging over a radius of $1\frac{1}{2}$ in., it affords a positive self-cleaning contact. The panel bushings are so designed that it is possible to adapt the switch to any panel up to $\frac{3}{4}$ in. A brass terminal is provided,

spool on which the longer cord connecting the wagon with a baseboard outlet may be wound.

The spool is carried on a hinged shelf which swings up under the wagon, out of sight. It swings under the rim both when the wagon is being used and when it is not. The Miller Cabinet Company, 319 Whitney Street, Rochester, N. Y., is the maker.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.



Gossip of the Trade



Electragists Will Convene at Cincinnati, Oct. 11-13

The twenty-second annual convention of the National Association of Electrical Contractors and Dealers will be held at Cincinnati, October 11, 12 and 13. The Hotel Sinton will be the convention headquarters, and local arrangements are in charge of a committee headed by Charles M. Beltzhoover.

On the Monday and Tuesday preceding the convention dates, the executive committee of the association will hold its meetings.

On the morning of the opening day of the convention, Wednesday, October 11, after the welcome by Mayor Carrel of Cincinnati, and the address of National Chairman James R. Strong, a talk will be delivered on the subject of "Business, Yesterday, Today and Tomorrow" by George M. Verity of Middletown, Ohio.

In the afternoon there will be talks on "The Supply Jobber and the Electragist" by W. R. Herstein of Memphis, Tenn., and "The Central Station and Business Development" by W. W. Freeman, Cincinnati. In addition a playlet, "How to Do the Electrical Job" will be

*Glimpses of
Electrical Men at Work,
at Play, and in Convention—
as Caught by
Lens and Pencil*

given by local talent, setting forth the problems of selling and satisfying the prospective customer. This playlet will be staged by the sales organization of the local central station, the Union Gas and Electric Company. In it will be dramatized the complete procedure of wiring an old house. The story depicts each step of the work, including the advent of the super-salesman who comes in and after much persuasion succeeds in selling the staid old couple the wiring job.

Thursday morning, October 12, will be devoted to a business session. In addition to business talks on other subjects, the new Manual of Estimating will be brought up for discussion, led by Arthur L. Abbott, St. Paul, Minn.

Changes in the Constitution

At Thursday's session Colonel Edward T. Miller, secretary of the United Typothetae of America, will also address the meeting on "How an Employers' Association Functions." The United Typothetae is the national as-

sociation of employing printers. Colonel Miller will tell how recent great advances have been accomplished in conditions in the printing industry and will show how many of the problems now existing in the electrical industry can be overcome by similar united effort. In his talk he will cover such vital subjects as cost finding, overhead estimating and union and non-union labor.

Association business will be taken up on Friday morning, among other things being the matter of the proposed amendments to the constitution. It was recommended at the semi-annual executive committee meeting that since the membership includes interests in Canada and in other places outside of the United States, the name of the Association be changed to the "International Association of Electragists"—including at the same time the new word for electrical contractor-dealers. This would express the wider scope covered by the body. And as legal trademark rights have been granted for the exclusive use by association members of the word "Electragist," it is believed by the promoters of the idea that the term should be employed in the title of the organization in the future.

Other proposed amendments include a redivisioning of territory, the optional forming of two separate sections for union and non-union labor, the skeletonizing of state associations, and the nomination of executive committee members.

Men Who Make Up New G-E Merchandise Department



With the organization of its new "Merchandise Department," the General Electric Company announces an entirely new method of handling the re-sale business of the company. Hereafter all sales to jobbers and retailers—hitherto directed by several departments—will be concentrated in the activities of one department. That department is headed by George P. Baldwin as general manager, and has three main divisions—administrative, commodities, and motor sales. Some of the husky members of the new department are shown in the picture and are: First row, J. O. Wetherble, F. W. Hall, (manager com-

modities sales division), H. C. Houck, (assistant general manager), G. P. Baldwin, general manager, F. M. Kimball (manager motor sales division), D. W. Weed, J. A. Corcoran, in charge of promotion. Second row, A. J. Young, Jr., C. H. Scott, R. J. Heaney, C. K. Mead, F. S. Ackley, in charge of publicity. Third row, G. T. Fielding, commercial research, and H. F. O'Malley. Other members of the department, not shown, are H. H. Reeves, J. C. Dallam, W. H. C. Smith, R. E. Russell, R. Troy, L. E. Smith, E. T. McDuffee, J. F. Johnson, C. F. Scott—who weren't around when this picture was snapped.

Electrical Leagues Conference at Association Island, Sept. 5, 6 and 7

The call sent out by the Society for Electrical Development for a conference of local electrical leagues at Association Island, Henderson Harbor, N. Y., Sept. 5, 6 and 7, has met with instantaneous approval. Not the least feature of the movement is the wholehearted basis of co-operation which has been arrived at between the Joint Committee for Business Development and the Society so that the conference will be a tremendous success.

At the time of going to press commitments to attend had been received from over eighty representatives of some nineteen progressive co-operative leagues. These men will be authorized to speak for no less than forty-three cities.

Association Island is in Lake Ontario, opposite Henderson Harbor, N. Y., and may be reached by train to Adams, N. Y., or Sacketts Harbor, N. Y.

Coming Conventions

CONFERENCE OF LOCAL ELECTRICAL LEAGUES, *Association Island, Henderson Harbor, N. Y., Sept. 5, 6 and 7.*

SOUTHEASTERN SECTION, NATIONAL ELECTRIC LIGHT ASSOCIATION, *Atlanta, Ga., Sept. 12 to 15.*

ILLUMINATING ENGINEERING SOCIETY, *Swampscott, Mass., Sept. 25 to 28.*

GREAT LAKES DIVISION, NATIONAL ELECTRIC LIGHT ASSOCIATION, *French Lick Springs, Ind., Sept. 27 to 30.*

ASSOCIATION OF EDISON ILLUMINATING COMPANIES, *White Sulphur Springs, W. Va., Oct. 10 to 13.*

NATIONAL ASSOCIATION OF ELECTRICAL CONTRACTORS AND DEALERS, *Cincinnati, Ohio, Oct. 11, 12 and 13.*

LIGHTING FIXTURE MARKET, *Jan. 22 to 27, 1923.*

East and West to Meet at Salt Lake Exposition

Plans for the Rocky Mountain Electrical Exposition, to be held in Salt Lake City, Utah, from October 2 to 14, include the arrangement of the exhibits in the following classifications: Radio, lighting, heating, signalling, railway, farm lighting, automotive, industrial, utility, baking and cooking, wiring supplies, therapeutics, telephone, telegraph, novelties and toys, educational and spectacular effects. The exposition is being given under the auspices of the Rocky Mountain Electrical Cooperative League. One of the spectacular features will be a huge arch of jewels to be placed over the avenue leading to the Bonneville Park Pavilion, where the exposition will be held.

Make "Good Health Week" an Electrical Week!

"Good Health Week," which will be with us from October 23 to 30, promises to be essentially an electrical week, with electrical dealers and manufacturers all over the country preparing to take advantage of the opportunity to fix in the public mind the "good health and electricity" idea. For example, here are a few of the ideas that will be coupled and capitalized in window displays and newspaper ads:

Electric ventilating fan—and fresh air.

Vacuum cleaner—and absence of dust and germs.

Clothes washer—and elimination of back-breaking work and sending out of family wash.

Refrigerator—and no germ-bearing ice.

Kitchen aids and ranges—cleanliness and less handling of foods.

Heaters—and fewer chills and colds.

Light — cleanliness, cheerfulness, fewer accidents.

Dr. W. A. Evans, former Chicago health commissioner, has designated October 23 to 30 as "the healthiest week of the year." And as one electrical manufacturer has said, "If the whole electrical industry would help us create Good Health Week, every last one of us would benefit one way or another."

Radio, Industrial, and Appliances to Be Featured at N. Y. Electrical Show, Oct. 7

Grand Central Palace, the great exposition center of New York City, will be the home this year of the New York Electrical & Industrial Exposition to be held for the week of October 7-14. The show will occupy three entire floors of this big exhibition palace. One floor, this year, will be devoted to electrical equipment of special interest to the factory owner, power station operator, the banker, the butcher, the baker, the laundryman, the grocer, the shoemaker, the printer, the builder and the storekeeper.

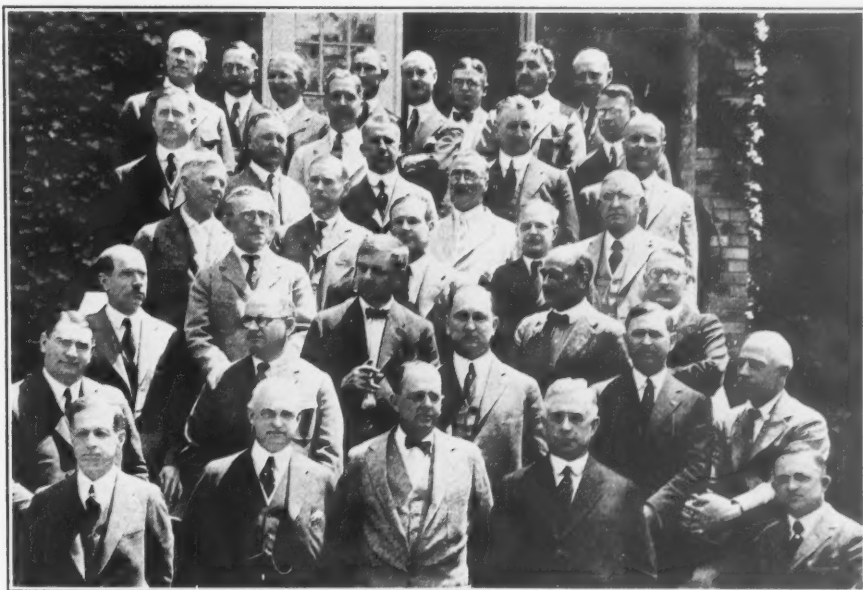
Highlights at the Illuminating Engineers' Convention

Some of the talks to be given at the annual convention of the Illuminating Engineering Society, to be held at the New Ocean House, Swampscott, Mass., Sept. 25 to 28, are:

"Resident Lighting Practice in the United States," by N. MacDonald; "Wiring and Lighting in the Middle-Class Home," by M. Luckiesh (being the results of a recently completed survey); "How to Tell Period Styles in Fixtures," by J. W. Gosling; "Overcoming Daylight Reflections in Show Windows," by W. Harrison; "Practical Application of the Principles of School Lighting," by H. B. Dates; "Office Lighting from the Viewpoint of Hygiene," by A. B. Emmons; "Motion Picture Studio Lighting," by F. S. Mills; "Lighthouse and Lightship Lighting," by S. G. Hibben.

Besides the committee reports and papers, an elaborate entertainment program is being arranged. Charles L. Edgar, president of the Edison Electric Illuminating Company of Boston, is chairman of the general convention committee.

Westinghouse Sales Managers Meet at Lakewood, N. J.



Here are the sales managers of the Westinghouse Electric & Manufacturing Company, snapshotted during their recent five-day meeting at Lakewood, N. J., which was presided over by H. D. Shute, vice-president in charge of sales.

Front row, left to right: J. A. Brett, manager, Cincinnati; H. F. Baetz, treasurer; H. D. Shute, vice-president in charge of sales; W. H. Whiteside, sales representative on Pacific Coast; J. C. McQuiston, manager of department of publicity, East Pittsburgh, Pa.

Second row—G. H. Cox, manager, Boston; A. A. Brown, manager of syndicate operations; D. D. Faris, assistant manager of marine department; N. G. Symonds, manager, Chicago; W. K. Dunlap, vice-president.

Third row—C. C. Owens, manager, Detroit; H. A. Coles, manager, Atlanta; H. M. Southgate, manager, Washington; J. McA. Duncan, manager, Pittsburgh.

Fourth row—E. H. Sniffin, manager of power department; J. M. Curtin, manager

of industrial department; J. J. Gibson, assistant to vice-president.

Fifth row—W. D. McDonald, manager, Seattle; Charles Robbins, assistant to vice-president; G. B. Griffin, manager of automotive equipment department; F. A. Estep, president of R. D. Nuttall Company.

Sixth row—T. J. Pace, manager of supply department; C. E. Heise, manager, San Francisco; H. M. Bostwick, manager of sales for Canadian Westinghouse Company; H. H. Seabrook, manager, Philadelphia; R. S. Feicht, director of engineering.

Seventh row—K. E. Van Kuran, manager, Los Angeles; W. S. Rugg, assistant to vice-president.

Top row—C. W. Underwood, manager, Buffalo; C. E. Allen, manager, St. Louis; R. B. Milden, assistant to vice-president; J. F. Johnson, large-turbine engineer; L. M. Cargo, manager, Denver; J. S. Tritle, manager of merchandising department; M. B. Lambert, manager of railway department; A. E. Allen, manager, New York.



Radio Receiver

Electrical Merchandising, September, 1922

The radio receiving set developed by the Mu-Rad Laboratories, Inc., 800 Fifth Avenue, Asbury Park, N. J., comprises three stages of radio frequency amplification and a detector. This receiver is particularly adapted to broadcast reception, although it covers a continuous wave-length range of 175 to 600 meters. There is only one tuning adjustment and one further adjustment for controlling the strength of signals. The set may be used either with an antenna or with a small loop, the latter being recommended.

With a three-inch loop and no other antenna or pick-up whatsoever, the range of the set is placed at 300 miles from such broadcasting stations as KDKA and WGY.

New Merchandise To Sell

(Continued from third page preceding.)

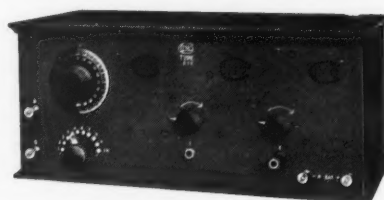
Mercury-Vapor, High-Intensity Arc Lamp

Electrical Merchandising, September, 1922

The physical laboratory is the greatest field for usefulness of the "Labarc," the new small, high-intensity arc of the mercury-vapor type, in quartz, developed by the Cooper-Hewitt Electric Company, 95 River Street, Hoboken, N. J. This is the first time such a lamp has been made generally available.

Enclosed in a metal casing to protect the observer from stray light, the new lamp is provided with a removable mica filter to absorb the far ultra-violet when it is not needed. It emits so relatively little radiant heat that it may be used near to accessory optical apparatus. It has the same high intrinsic brilliancy as the larger quartz lamps sold for commercial use.

The "Labarc" is made as a single standard unit for operation on 110 volts, either alternating or direct current.



Non-Regenerative Receiver

Electrical Merchandising, September, 1922

The Cino Radio Manufacturing Company of 218 West Twelfth Street, Cincinnati, Ohio, has developed a non-regenerative receiving apparatus which has only two controls for tuning, one of which is rarely touched except to make quick adjustment from short to long wave lengths.

It embodies a complete tuner, detector and two-stage amplifier with a wave-length range of from 150 to 700 meters. By using a loading inductance, it can be made to take in Arlington time signals from Washington, D. C.

Strain-Relief Cord Clamp

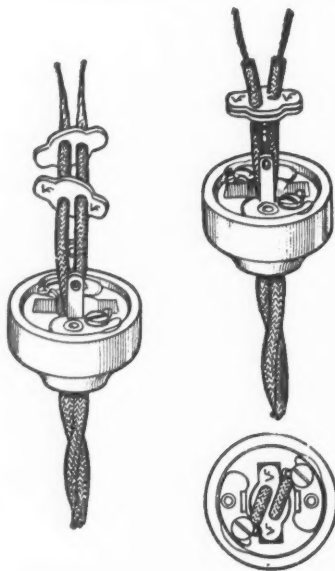
Electrical Merchandising, September, 1922

V. G. Fullman of North Side Station, Pittsburgh, Pa., has brought out a strain-relief wire clamp which makes it possible to comply with Rule 32-g of the National Electric Code in a practical and efficient way at extremely low cost and also now makes it possible to strictly enforce this rule without imposing a hardship on any branch of the electrical industry.

The sketches show how the two-part clamp is slipped over the wires and when aligned in the slot, grip the wires tightly.

The use of these wire clamps, declares the maker, will eliminate the majority of petty troubles experienced by users of cleaning, heating and cooking appliances equipped with attachment or heater plugs in which the contacts have become loose or defective on account of repeated strains imposed on the wire terminals. The clamp entirely eliminates all strain on the contacts or binding screws. It also puts an equal strain on each wire and holds the wires in insulated relation and prevents unraveling of the braided covering of wires.

The grip on the wires is two-fold and the greater the strain imposed the tighter the grip becomes on the wires.



Sound-Proof Attachment for Telephones

Electrical Merchandising, September, 1922

One of the annoyances of using a telephone in an office is that any conversation is more or less public. The Hush-a-Phone Corporation, 41 Union Square, New York City, has brought out a device for attaching to the transmitter of the telephone, which promotes privacy, excludes outside noises from the wire, thereby improving transmission, and prevents telephoning from distracting office associates and workers, with resultant efficiency.

Being attached to any ordinary telephone, its convenience on the desk appeals to busy officials.

Oscillating Magneto

Electrical Merchandising, September, 1922

Both type 60 and type 70 "Hercules" magnetos made by the Hercules Manufacturing Company, Indianapolis, Ind., are identical in construction, except that Type 60 has about 20 per cent more electrical output. They both furnish the same strength of spark for starting as they furnish after the engine is running.

Type 60 is intended for use with large engines, Type 70 for use with small engines. They use the same oscillating mechanism. The armatures are of the shuttle type with laminated core and carefully machined shaft. The frame is of the die cast construction with soft grey iron pole pieces.

Commercial-Type Lighting Globe

Electrical Merchandising, September, 1922

The Holophane Glass Company, Inc., 342 Madison Avenue, New York, N. Y., has recently placed on the market a new series of enclosing globes of the reflector-refractor type.

These new units are made in three sizes for the 100, 200 and 300 watt lamps. The construction is similar to the regular reflector-refractor design with the exception that the lower part has combined refracting and diffusing prisms of the Blondell construction, which greatly lowers the intrinsic brilliancy of the unit.



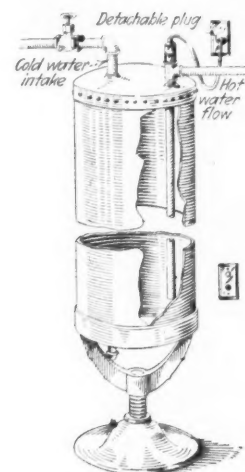
Electric Heater for Household Water Tanks

Electrical Merchandising, September, 1922

To install the "Copperset" water heater offered by the Electric Heating & Manufacturing Company, Westlake and Republican Streets, Seattle, Wash., the hot water pipe at the top of the tank is simply disconnected, the electric heater is screwed into the opening, and the hot water pipe is connected into the brass fitting of the electric heater.

Because the heating element that runs down the length of the tank is enclosed in copper, and does not come in contact with either air or water, it is not subject to corrosion from these causes. A fusible plug is provided as a protection, which burns out if the heater is operated without water in the tank. According to the manufacturer, the hot water capacity of the heater is as follows:

Watts used per hour	People in Household	Approximate Gallons per Hour of Operation
600	2 to 4	4
1000	5 to 7	6½
1500	8 to 10	10
2000	10 to 12	13



What's new on the market? These pages will tell you. ➡



Radio Head Set

Electrical Merchandising, September, 1922

The Dictograph Products Corporation, 220 West Forty-second Street, has placed on the market the "Dictograph" radio head set, the head band of which is light in weight made of tempered spring wire, covered with woven tubular brown webbing. All metal parts are nicked and are adjustable automatically to the head. There are no screws, knobs or adjusting devices to catch the hair or work loose.

Either receiver can be instantly removed from the head set when desired, enabling two observers to "listen in" on a circuit simultaneously.

Radio Receiving Set

Electrical Merchandising, September, 1922

"Aerial-A" is a vacuum tube detector set, neat, compact and light in weight, offered by the Aerial Sales Service, Inc.,

250 West Fifty-seventh Street, New York City. It is finished in a silver-gray wood tone.

There are only two dials for tuning in, and one rheostat for lighting the bulb. All wires are connected up to the back of the machine.

Portable Radio Set

Electrical Merchandising, September, 1922

A complete, portable radio set, which can readily and conveniently be used either in the woods or by the roadside by automobile parties, campers, boy scouts, etc., and out-of-doors in general, has been developed and is being marketed by the Products Distributing Corporation, 360 Madison Avenue, New York City.

The "EK-O" portable radio set consists of a crystal detector set constructed in a solid weather-proof case, similar to a camera case, six in. square by four in. deep, with strap to sling over the shoulder. The set contains the necessary insulators for stringing the antenna ground spike and wire, phone with head band, and a reel containing ninety ft. of flexible antennae wire. The set complete weighs about 3½ lbs., has a radius of 25 to 30 miles, and a wave length of 100 to 600 meters.



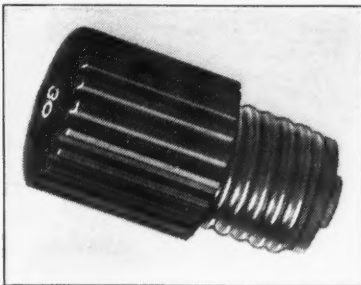
Renewable Fuse Plug

Electrical Merchandising, September, 1922

The Federal Electric Company, 8700 South State Street, Chicago, has recently placed on the market a new renewable powder-packed fuse plug, in which the time element feature and powder-packed element solve the problem of taking care of the excess currents of short duration due to starting torque and small line surges. This eliminates the necessity of using a plug three to four times the rating required to take care of the normal running current in order to withstand the short duration excess currents.

The parts are—the outer case the cartridge holder, and the powder-packed renewable cartridge. It can be reloaded in a few seconds without the use of tools.

This new plug is called the "Federal Three-Thirty" renewable fuse plug.



Ventilating Fan

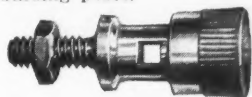
Electrical Merchandising, September, 1922

Two types of fans, one for schools, theatres and restaurants, the other for industrial plants, have recently been placed on the market by the Marathon Electric Manufacturing Company, Wausau, Wis.

Metal Binding Posts

Electrical Merchandising, September, 1922

The H. H. Eby Manufacturing Company, 605 Arch Street, Philadelphia, has added another design to its line of metal binding posts.



This new style, instead of having a tapped base to take a standard machine screw, has a solid threaded stem. It is made in three sizes, and is known to the trade by the code words "Sergeant SS," "Buddy" and "Midget"; the first ½ in. diam. with ½ in. x 10-32 stem, the second ¾ in. diam. with ¾ in. x 6-32 stem and the latter 1 in. diam. with 1 in. x 4-36 stem.

This design permits the posts to be mounted more quickly, by simply screwing a hexagon nut on the stem.



Electric Hot Plate

Electrical Merchandising, September, 1922

Designed for boiling, frying, toasting and percolating, the "Liberty" hot plate offered by the Liberty Gauge & Instrument Company, 6545 Carnegie Avenue, Cleveland, has a 7-in. diameter and 36 in. of coiled heating element, giving a large radiating surface.

Heat is designed to be reflected upward by a thick asbestos plate under the elements and the table is further protected by a nicked bottom plate and three coaster legs.

Small Motors

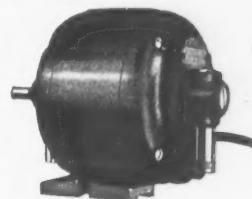
Electrical Merchandising, September, 1922

Low temperature (only 35 degrees) is one of the features of the new line of small motors developed by the H. B. Sherman Manufacturing Company, Battle Creek, Mich. At present these motors are made in ½, ¾ and 1 hp., for both alternating and direct current.

Some other features of these motors are:

Quietness of operation; a lubricating device using either oil or grease; splash-proof frame almost totally enclosing the motor; no outside binding posts; interchangeability from a.c. to d.c. current.

In the construction, bronze, copper and brass are substituted for iron or steel wherever a greater margin of safety is obtained.



Crystal Receiving Set

Electrical Merchandising, September, 1922

The crystal receiving set, complete with phones, developed by the Everett Electric Corporation, 320 Broadway, New York City, is simple in design. It comes equipped with the "Everett" double radio phones (3000 ohms).

The receiving range of this set is from 15 to 25 miles, according to the strength of the broadcasting station.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

New Committee Chairmen of Commercial Section N.E.L.A.

Oliver M. Hoque, chairman of the Commercial Section, N.E.L.A., has announced chairmen of the Section's bureaus and committees as follows:

Electric Vehicle Bureau, Charles R. Skinner, Jr., Chairman, New York Edison Company, New York.

Lighting Sales Bureau, G. Bertram Regar, Chairman, Philadelphia Electric Company, Philadelphia, Pa.

Merchandising Sales Bureau, F. D. Pembleton, Chairman, Public Service Electric Company, Newark, N. J.

Power Sales Bureau, C. K. Nichols, Chairman, New York Edison Company, New York.

Commercial Service and Relations with Customers Committee, Harold Wright, Chairman, Commonwealth Edison Company, Chicago, Ill.

Education Committee, Fred R. Jenkins, Chairman, Commonwealth Edison Company, Chicago, Ill.

Electrical Salesman's Handbook Committee, George H. Jones, Chairman, Commonwealth Edison Company, Chicago, Ill.

Electrically Equipped Furniture Committee, Ralph Neumiller, Chairman, United Electric Light and Power Company, New York.

Finance Committee, Norman T. Wilcox, Chairman, Mississippi River Power Company, Keokuk, Iowa.

Owing to the success attending the group-meeting plan employed by the Section for several years, it was decided to continue such plan for the next year. This plan involves scheduling, well in advance, a certain number of meetings of the bureau and committees of the Section, as well as meetings of the Sections' Executive Committee, so that bureau and committee members can arrange their business duties and engagements to permit of their attendance at all such meetings scheduled.

Each of the three groups of bureau and committee meetings will cover a period of three days. On the first two days meetings of the bureaus and committees of the Section will be held, some such meetings being operated in parallel, to conserve time. On the third day there will be held the meeting of the Section's Executive Committee.

The following schedule of meetings has been adopted:

First Group Meetings: French Lick Springs, Ind., Sept. 28-30.

The meeting of the Lighting Sales Bureau will be held Monday, Sept. 25, at the time and place of the Illuminating Engineering Society.

Second Group Meetings: Boston, Mass., Wednesday, Thursday, Friday, Nov. 15-17.

Third Group Meetings: Denver, Colo., Wednesday, Thursday, Friday, Jan. 24-26.

The Section's Executive Committee meeting will be held Thursday, Feb.

22, 1923, at which meeting the chairmen of bureaus and committees will present in complete form manuscripts of 1923 Convention Reports. These, when approved, will be delivered, ready for printing, to N.E.L.A. Headquarters not later than Thursday, March 1, 1923, thus permitting printed reports to be distributed in advance of the Convention, which will insure more thorough discussion.

Association Workers Plan Joint Schedule of Local Meetings

Reproduced herewith is a copy of the itinerary of a trip which has been planned for the special representative of the National Association of Electrical Contractors & Dealers, Laurence W. Davis, to take with Kenneth A. McIntyre, of the Society for Electrical Development. This trip will cover more than 10,000 miles with meetings in twenty-five cities.

While it is a new idea for representatives of these two organizations to travel together and to hold joint meetings, the plan will undoubtedly work out satisfactorily as Mr. McIntyre is employed by the Society to study the problems of electrical contractor-dealer and to develop association work in this branch of the industry.

The general subject of Mr. Davis' talk will be, "Building the Business of the Electragist Through Association." It will cover the practical results obtainable through association with other men in their business—fellow electragists, central station men, jobbers and others and will deal with the practical application of association work.

Mr. McIntyre's subject will be "Publicity by Co-operation" and will be built around the work of the Society for Electrical Development.

Here is the schedule planned: From Sept. 5-8, San Francisco, Cal.; Sept. 11, Fresno, Cal.; Sept. 12 to 16, Los Angeles, Cal.; Sept. 19, Phoenix, Ariz.; Sept. 20, El Paso, Texas; Sept. 21-22, Albuquerque, N. M.; Sept. 23, Pueblo, Colo.; Sept. 24-25, Colorado Springs, Colo.; Sept. 26-28, Denver, Colo.; Sept. 29-30, Kansas City, Mo.

The National Light & Electric Company of Newark, N. J., electrical jobbers, it is announced by Harry Hirsch, manager, is carrying a complete line of radio supplies and equipment as distributor for the Radio Corporation of America, W. J. Murdock Company, Federal Tel. & Tel. Company, De Forest Radio Tel. & Tel. Company, Acme Apparatus Company and other manufacturers.

The Atlantic Division of the Electrical Supply Jobbers Association will hold its semi-annual meeting on October 6 at the Bellevue-Stratford Hotel, Philadelphia.

Electric Power Club Moves to Cleveland

The Electric Power Club's headquarters, formerly in St. Louis, are now located in the Kirby Building, Cleveland. S. N. Clarkson, formerly of *Electrical Merchandising*, is executive secretary of the club.

H. E. Dawson has been appointed secretary of the Rhode Island Electrical League, with headquarters at 501 Turks Head Building, Providence, R. I. Mr. Dawson was until recently sales manager for the Metropolitan Edison Company of Reading, Pa.

Robert B. Basham, manager of the electrical department of L. Barth & Son, Inc., 32 Cooper Street, New York City, has been appointed chairman of the New York Electrical League's new committee on electric cookery, which will promote electric cooking in New York City, both domestic and commercial. Mr. Basham entered the electrical field in 1897 with the Insull interests, and was for fifteen years connected with the Illinois Traction Company's electrical properties. In later years, Mr. Basham has been in direct touch with the manufacture and sale of heavy-duty and domestic electrical cookery equipment.

The Hygrade Lamp Company of Salem, Mass., completed early in August, the new four-story, 50 by 110 ft. addition to its plant. By a coincidence, this new building connects the two main structures of the Hygrade plant and thus forms the bar of a perfectly shaped letter "H." The complete plant contains over 105,000 sq. ft. of connected floor space, and has a capacity of 30,000 lamps a day. The most important departments to have quarters in the new building will be the engineering and quality departments, which will have every facility for carrying on their important work. This modern and complete plant is used solely in the manufacture of Hygrade lamps. It is a step in the steady progress which the company has made since its foundation, twenty-one years ago, and the third substantial addition to be made since the first of the present buildings was erected in 1916. The Hygrade Lamp Company, as has been pointed out, is large enough to take full advantage of all the economies of quantity production, automatic machinery and modern industrial organization; while, on the other hand, it is small enough to give its owners, direct, active supervision over all parts of the business.

The Pennsylvania State Association of Electrical Contractors and Dealers will hold its semi-annual business meeting at the Hotel Adelphia, Philadelphia, Pa., on September 13 and 14. M. G. Sellers is secretary-treasurer of the Pennsylvania State Association, with offices at 1518 Sansom Street, Philadelphia.

Frank W. Frueauff, former president of the National Electric Light Association, junior member of the firm of Henry L. Doherty & Company, and for many years an outstanding figure in the electrical industry, died suddenly on July 31, at his home in New York City, of an attack of acute indigestion. Mr. Frueauff was probably best known to public utility men, but his remarkable career and personality were an inspiration to men in every branch of the electrical industry. Starting as a newsboy, he began his electrical career as a meter-reader in the Denver Gas & Electric Company and worked up until he became its general manager at the age of thirty. He then became a partner in the firm of Henry L. Doherty & Company. Subsequently, in New York, he acquired the reputation of being one of the busiest executives in America, becoming a director in 141 corporations and the active head of the Doherty interests, directing the affairs of public utility companies in all parts of the country.

The Johns-Pratt Company of Hartford, Conn., whose selling arrangements through the Johns-Manville Company were recently dissolved by mutual consent, has established New York and Boston offices to afford a complete representation of the company's products. The New York office is located in the Liggett Building, 41 East 42d Street. The Boston headquarters are located at 161 Summer Street, in charge of Daniel Fitts and Harold E. Morse.

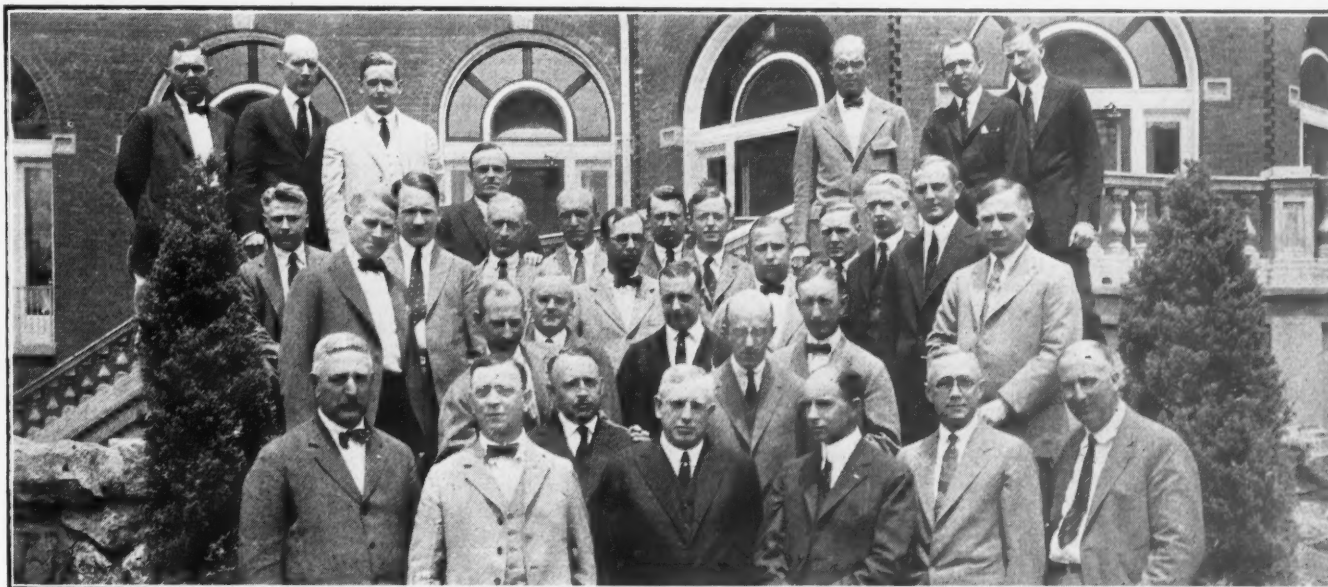
James I. Moncrieff, Collingswood, N. J., has recently acquired the exclusive agency to sell the Aerobell washer and Liberty vacuum cleaner in the State of New Jersey.

The United Electric Construction Company, contracting electrical engineers, announces the removal of its offices to 2318-20 Sansom Street, Philadelphia.

The Even Heat Electric Company is the name of a new manufacturing company in the electric heating appliance field. Its headquarters are located at 1224 Montclair Avenue, Detroit, Mich.

The Groves-Thornton Hardware Company of Huntington, W. Va., has secured the services of R. J. Monroe, illuminating engineer, as director of the company's lighting-fixture service department. Mr. Monroe has been previously connected with the Macbeth-Evans Glass Company, of Chicago, the Crown Company, St. Charles, Ill., and the Albert Sechrist Company, Denver. F. J. Groves of the Groves-Thornton Company stated that it is intended to conduct a service department wherein architects and contractors as well as private home owners could secure expert advice on proper illumination. "Those planning the construction of homes can have the advice of Mr. Monroe without monetary obligations," said Mr. Groves.

Harry B. Ennis has been appointed field representative from the New York City office for the Bryant Electric Company. Mr. Ennis has been closely associated with the industry in the metropolitan district for the past ten years.



Laying plans to "Electrify America" in earnest! Here are the sales executives and district sales managers of the Western Electric Company, assembled in a "More

and Better Business" conference at Hot Springs, Va. Prominent in the center of the group are Frank A. Ketcham, general sales manager, Frank B. Jewett, vice-presi-

dent in charge of manufacturing, E. W. Rockafellow, general supply sales manager, and P. L. Thomson, director of advertising department.

Manning, Bowman & Company, Meriden, Conn., manufacturers of electrical household utensils, announce the appointment of F. L. McCabe, formerly in charge of the company's San Francisco office, as district sales manager for Chicago, to succeed S. P. Skinner who is now associated with Pearson Page, Ltd., of Birmingham, England, in charge of sales in North America. Mr. Skinner's new headquarters are in the Canadian Pacific Building, New York.

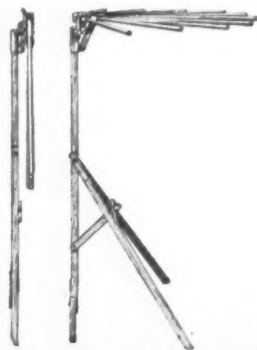
Fibreduro, Inc., designers and manufacturers of Artfibre lighting fixtures, lamps, portables and objects of art, has announced its removal to a large new factory building at 163 Newport Avenue, Brooklyn, N. Y. On account of continued increase in Fibreduro business, the company has been obliged to seek larger quarters.

The Westinghouse Electric & Manufacturing Company announces the following changes in its recently reorganized supply department: T. A. McDowell has been appointed executive assistant to the manager of the supply department; Carl G. Schluederberg, assistant to the manager, will hereafter devote all of his time to the foreign supply and merchandising business; W. C. Koehler will succeed T. A. McDowell as manager of the cost and development section and M. H. Scott has been appointed chief clerk of the supply department.

H. W. Scholl, formerly sales manager for the Splittdorf Electrical Company, Newark, N. J., has recently been appointed sales manager for the Everett Electric Corporation, 320 Broadway, New York City.

The Majestic Electric Development Company of San Francisco, manufacturer of Majestic electrical appliances, announces its removal from 656 Howard Street to a new and larger factory on Folsom Street, between First and Second. E. N. Brown is president and treasurer of the company and M. H. Shoenberg is vice-president. Following are recent appointments within the organization: T. D. MacMullen, secretary-assistant manager; H. H. Daley, sales manager; and H. H. Traxler, purchasing agent.

The Vaco Washer Company of Lynchburg, Ohio, has been incorporated to manufacture a new style of electric washing machine. The incorporators are E. O. Hayes, H. S. Pulse, J. T. Gibson, F. L. McDaniel and C. R. Simins.



Portable Clothes Drying Rack

Electrical Merchandising, September, 1922

As a useful laundry accessory for the washing machine dealer to sell, the Voss Brothers Manufacturing Company, Dav-
enport, Iowa, is offering a small, portable folding clothes rack.

Twelve drying rods give as much space as 26 ft. of clothes line—and then fold down so that the rack can be conveniently stood against a wall. The rack is a little over waist-high.

Lathe and Mica Undercutter

Electrical Merchandising, September, 1922

A combination unit making it possible to true up and turn the commutator of any starter or generator armature in the same manner as with the large engine lathe, is being made by David W. Onan, 43 Royalston Avenue, Minneapolis, Minn. Then, without removing the armature from the lathe, it is possible to undercut the mica between the bars in a workmanlike way.

The lathe is built with a 7-in. swing, and is furnished with two high-speed tool bits, lathe dog, wrenches, etc., ready for operating. It is driven from any available power.

Restaurant-Size Waffle Iron

Electrical Merchandising, September, 1922

As few as six waffles, or as many as eighteen, may be made at a time on the two models of electric waffle bakers offered by L. Barth & Son, Cooper Square, New York City. The cover raises on hinges, and when down bakes both sides of the waffles simultaneously.

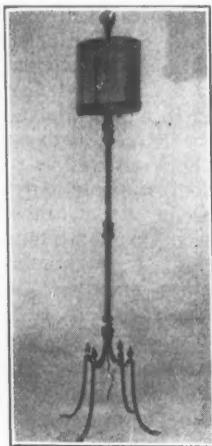
The iron is intended for small and large restaurants, and for institutions.

Parchment Floor Lamps

Electrical Merchandising, September, 1922

Decorated with conventionalized flower designs, the shades of two new floor lamps offered by the Biddle-Gaumer Company, 3846-56 Lancaster Avenue, Philadelphia, Pa., are of imitation parchment.

They are supported on iron standards, 60 in. high, which may be had with either a Swedish iron or a polychrome finish. The lamps are numbered 0,912 and 0,913.



New Merchandise to Sell

(Continued from third page preceding.)

Commercial Lighting Unit

Electrical Merchandising, September, 1922

One of the new Denzars manufactured by the Beardslee Chandelier Manufacturing Company, 223 South Jefferson Street, Chicago, has an ornamented canopy, chain loop, holder, bowl and tassel, and is finished in Colonial gold and relief. Catalogued as No. F22-7, it is designed for banks, school auditoriums, offices, libraries and restaurants.

It may be had in standard Mazda C lamp sizes from 100 to 500 watts.



Automobile Spotlight

Electrical Merchandising, September, 1922

An automobile spotlight said to give a bright oval of light a block off is a new product of the Dunn Accessories Company, Inc., Indianapolis, Ind. The adjustment to narrower spots is made by manipulating a thumb screw.

A ball and socket suspension from the bracket reduces the wear and tear on the lamp and gives an easy floating radius of action. The lamp may be turned in any direction.

The lamp is furnished complete with a rear view mirror and a dash switch. A new scheme in the way of a drainage system is claimed for this lamp, as tapping is said to make it water-tight and dust-proof.



Hot Water Storage Heater

Electrical Merchandising, September, 1922

Applying the fireless cooker principle to hot water storage, the Cook Electric Heating Company, Cleveland, Ohio, is offering an electrically-heated hot water tank which, even when the current is turned off, keeps the water hot for twenty-four hours. The tank holds ten gallons, so that the storage of it, besides economizing on current, really makes hot water available when needed.

Attachable to the water system, the tank can replace any existing tank, and is intended for kitchen, laundry or bathroom. The tank has two steel walls, between which are the heating elements.

Heavy-Duty Vacuum Cleaner

Electrical Merchandising, September, 1922

A new heavy-duty suction cleaner for clubs, hotels, and offices has been developed by the Hoover Suction Sweeper Company, North Canton, Ohio.

Operating on direct or alternating current without change, this cleaner is made entirely of aluminum, and is ball-bearing throughout. The wide suction nozzle cleans a larger area at a time, and the larger motor develops a correspondingly larger supply of air.

A set of air-cleaning attachments is provided, for use on hangings, fixtures, walls and upholstery.

Fresh Water Plant

Electrical Merchandising, September, 1922

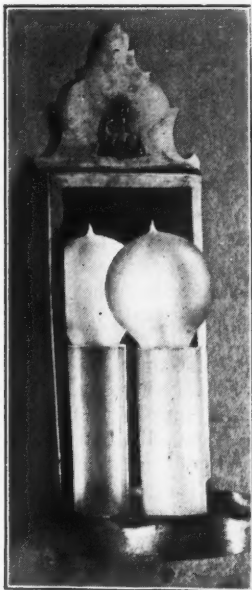
Adapted to deliver water from wells where the vertical lift from the water to the pump does not exceed 22 ft., is the Cascade fresh water plant of the Farm Utilities Company, 28 E. Morrison Street, Portland, Ore.

The electric controller is all metal with double metal diaphragm, inclosed. The expansion chamber is of sufficient size to provide a little water storage, but not too large to prevent water from being pumped direct from the well.

Model JR is intended for ordinary house use and will supply 300 gallons an hour. Model SR, with a 1/2-hp. motor, will serve several houses.



What's new on the market? These pages will tell you 



Candlestick Wall Bracket

Electrical Merchandising, September, 1922

Like all the "Beverly Lights," the quaint candlestick wall bracket shown in the illustration, though machine-hammered, has the appearance and all the charm of hand-hammered brass. Called "Belgravia," it may be had finished in either old silver or Flemish brass.

The Beverly Lights Corporation of Providence, R. I., is the manufacturer of these products.

Radiant Heater

Electrical Merchandising, September, 1922

Designed to distribute heat by sending it in all directions, is the small, circular-shaped heater, "Glow Radiant," made by the Continental Electric Appliance Company, 213 East Quincy Street, Garrett, Ind. The circular top of the heater is flat, so that it may be used near the breakfast or dining table to keep plates or dishes warm.

Electric Phonograph

Electrical Merchandising, September, 1922

A unique feature of the electric phonographs offered by the Kurtzmann Phonograph Company, Inc., 121 Franklin Street, Buffalo, N. Y., is the use of plate glass for the motor base, attached to which is an electric motor, a plate glass turntable, a tone arm and a horn. Thus, all parts essential to the production of tone are attached to or suspended from this one piece of plate glass.

The principle involved is that glass is a non-conductor of sound waves. Therefore, all the tone waves pass directly into the horn and are not diffused or absorbed by the phonograph cabinet.

The electric motor operates on direct or alternating current, and is equipped with a speed regulator and automatic stop.



Spark Plug Protector and Intensifier

Electrical Merchandising, September, 1922

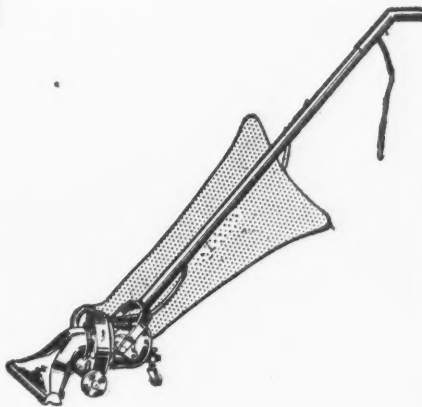
By the trade name "Vesuvius," a spark plug protector and spark intensifier has recently been placed on the market by A. R. Mosler & Co., Mt. Vernon, N. Y. The device fits right on the top of any spark plug. The body protects the insulator, while the top acts as an intensifier.

Household Vacuum Cleaner

Electrical Merchandising, September, 1922

A new product of the Wise-McClung Manufacturing Company, of 599 Eighth Street, New Philadelphia, Ohio, is the "Sunshine" electric cleaner. The distribution is being handled by the Sunshine Sales Company, also of New Philadelphia.

The improved motor installation and the oiling system are features of the new cleaner and its light weight, 11 pounds, makes it easy to carry about the house. The handle grip is hard rubber with a trigger switch to start and stop the motor. The straight part of the handle is made of aluminum tubing and is attached to a rigid die-cast fork. Semi-hard rubber carrier wheels, swivel rear caster and a generous size dust bag are other features.



Electric Meter Board

Electrical Merchandising, September, 1922

The electric meter board for any lighting installation is a standard unit. A completely assembled board, that is approved in every locality and adaptable to any installation, is now being offered by the Baum Electric Company, of Newark, N. J., and distributed by H. Q. Fisher of 116 Market Street, Newark.

This board, an assembly of standard equipment neatly mounted on a board coated with insulating paint, is made for installations not exceeding six meters. It is drilled so the service conduit may enter through any of the rear knockouts of the service cabinet.

It has the service conduit metallically connected to the circuit conduit by a patented clamp which may be readily removed when a common conduit ground is not permissible. For installations of more than one meter, it is provided with a bonding clamp on the fuse boxes, thereby eliminating any exterior conduit bonding connections. The board is said to comply with all rules and regulations in all places.

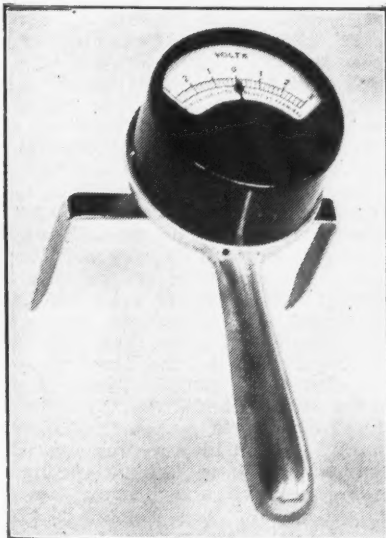
Volt Checker

Electrical Merchandising, September, 1922

The "Hyrate" volt checker, manufactured by the Service Station Supply Company, 29-32 E. Larned Street, Detroit, Mich., is a voltmeter with a zero center scale reading to three volts on either side. It is equipped with two side spikes and a convenient handle.

Heretofore in taking plain voltage readings of storage-battery cells while on the charging line it was usually necessary to have a voltmeter with two flexible leads and prods and, as the operator proceeded to make individual cell tests, it was necessary to use both hands to operate the prods and lay them aside while recording the readings.

With the new volt checker with its stationary prods and its zero center scale, only one hand is necessary to make the reading, leaving the other hand free to record the readings of the instrument, and furthermore, with the zero center scale there is no danger of reversing the meter, as the needle will swing either way.



Semi-Indirect Ceiling Lights

Electrical Merchandising, September, 1922

Dainty shell-shaped reflecting shades with soft, pearly coloring are the design motif of the new "Aristolite" line of lighting fixtures for the home, brought out by the Conneaut Metal Works Company, Conneaut, Ohio. The "shells" are spread out, up-turned, on a harmonizing metal frame, each concealing a lamp and throwing its light upward.

Any number of lights may be had, from two to six, depending on the purpose or room it is intended for—whether for sun room, dining room, living room or bed room. The shades may be either of the iridescent shell type or of plain high-diffusion glass. Mechanical details were especially designed to accommodate "White Mazda C," "Mazda Daylight," and "Flame Tint" lamps.

Another interesting feature of these fixtures is that all three- and four-light units are equipped with a convenience outlet concealed in the center.

Continued on third page following, for your convenience in clipping and filling. Each item will fit a 3 x 5 in. standard filing card

A "Lamp-the-Home" Contest for Dealers

The National Lamp Works of the General Electric Company, Cleveland, Ohio, is offering twenty-one prizes, grading in value from a Ford roadster to a new, improved Gillette safety razor, to dealers who enter its contest for distinguished service in stimulating better home lighting. There are four main ways in which the dealer can do this stimulation job. They are:

1. Home-lighting window displays.
2. Silent reminders inside the store that will call the attention of customers to their lamp needs—such things as prominent arrangement of lamp stock and cartons, a counter lamp-demonstration rack, price cards, flange signs, etc.
3. Word-of-mouth solicitations—asking each customer to buy lamps and suggesting the right lighting "recipe" to each customer. Also phone calls and calls in person upon likely prospects.
4. Direct-mail stimulation of selected prospects.

The contest will be open to everybody, and any lamp agent, big or small, has an equal chance to win. Of the twenty-one prizes, seventeen will be given for the best all-around job on the four sales activities, already named. Four prizes will be given exclusively for window displays.

The contest will open October first and will close November 30 at midnight. All photos, descriptions and reports must be in the hands of the judges on or before the closing date.

Every contestant must signify his entrance in the contest by notifying the Publicity Department, National Lamp Works, Nela Park, Cleveland, Ohio, on or before September 20.

The contest will be divided into four main activities and these activities will be weighted by their relative importance, in judging the contest. A perfect score in all four activities would give the individual contestant 100 points weighted as follows:

Window display	50 points
Store interior set-up and lighting sales reminders	25 points
Sales solicitation	15 points
Mail campaign	10 points

The judges of the contest will be W. L. Goodwin, of The Society for Electrical Development, O. H. Caldwell, Editor of *Electrical Merchandising* and F. E. Watts, Editor of *Electrical Record*.

Electric Show Planned for Lancaster, Pa.

During four days, Oct. 18-21, Lancaster, Pa., will have an Electric Show, under the direction of the Lancaster Electrical Contractors' Association of that city. Seventy booths are being erected in the Arcade Building, but the educational feature of the show will be the outstanding feature. There will be practical demonstrations of the application of electric current on the

streets, in workshops and stores, and homes. The chairman in charge of preliminary arrangements is H. J. Von Neida of the Edison Electric Company, and the secretary is John E. Hess, of the Lancaster Electric Supply & Construction Company.

"Lampshades in Package Form"—a New Idea to Popularize Lamps in the Home

Though it may appear self-contradictory, merchandising experience has again and again proved that popularizing the home making of any article, enormously increases the sale of that article in its ready-made as well as its home-made form. Ready-made sweaters have never sold so rapidly as since the fad for knitting sweaters made the girl plying her needles on bright-colored wool a familiar sight on any trolley car or summer porch.

And so a real impetus in the popu-



Lampshade making promises to be as popular an idle-hour occupation for the housewife's busy fingers as embroidering and knitting—now that the "package-lampshade" idea has made the bothersome "shopping around" for material no longer necessary.

larity of all lamps for the home—ready-made as well as home-made—is anticipated as a result of a remarkable plan to popularize lampshade making offered by the Bernard W. Cowen Corporation of New York City.

This plan is to supply in individual packages all the material needed to make a complete shade. Wire frame, silk, brocade, fringes, tassels, tape, medallions, even the silk and cotton thread, are supplied—all carefully matched and measured, with detailed directions for the making. And all kinds of lampshades, in all colors, will be offered—for table lamps, bridge lamps, floor lamps and novelty lamps.

In other words, not only will the woman be saved the time and trouble of "shopping around" for matched colors in all the materials she needs,

but she will be saved the expense of buying, as she usually does, more material than she actually needs for the lampshade. Just as she now buys a package containing all the material and embroidery silk for a single embroidered child's dress or other embroidered piece, so will she be able to buy the materials for a lampshade in the same convenient envelope-package.

For women, then, who want to make their own shades, the dealer will simply carry a stock of these envelope-packages, filled with the material, all classified and numbered by design and color. To aid him in selling, the manufacturer is supplying not only a three-panel colored display set and photographs of individual completed shades, but also a sample book containing actual samples of the lovely materials used—of silk, crepe, chiffon, brocade, fringes, tassels, etc. Thus the woman buyer can look over this much as she looks over dress goods samples, to select the fabrics that please her.

Pyrene Exonerated by Transit Commission in New York Subway Accident

The newspapers of the country have given considerable publicity to statements by Mayor Hylan of New York City at the time of a recent subway accident, in which the Mayor declared that Pyrene, the carbon tetrachloride fire extinguisher used on this electrical short-circuit, was responsible for the asphyxiation of a number of passengers, and that the use of this type of extinguisher was "criminal."

That the Mayor's charges were unwarranted, it now appears from the Transit Commission's report on the accident. The report recounts the Commission's engineers' investigation and examination of passengers in the accident, and closes with these words:

"Our study of the results of the use of Pyrene in this instance conclusively show that its use was in no way dangerous or even discommoding. The continued efficient operation of the subways is essential to the life of the City, and this efficient operation requires the use of some immediately available fire extinguisher in case of electric short circuits which are always possible of recurrence. Tetrachloride is the best known and most universally accepted extinguisher for this purpose. Nothing has been discovered by the closest investigation to justify ordering its discontinuance. The general manager of the Interboro System has ordered his employees not to use the Pyrene extinguisher on electric arcs. Until a better substitute is found it is believed that failure to use the extinguishers is likely to result in more damage and inconvenience to the public through increased smoke and delay than could possibly result from the use of the extinguishers.

"It is therefore recommended that the Commission direct the Interboro to resume the use of the tetrachloride extinguisher in case of electric short circuits as it has been heretofore used."

New Retail Electrical Stores

ALABAMA

Birmingham—Charles W. Spangler, 1974 Fourth Avenue, successor to Braun Electric Company.

ARKANSAS

Jonesboro (Craighead County)—Claude V. Jackson, West Washington Avenue, successor to Taylor Brass & Electric Shop.

CALIFORNIA

Baldwin Park—L. L. Rott, Erecting large new store building.

Oakland—Standard Radio & Electric Supply Company, Harry E. Jackson, 2208 Broadway; successor to James Pollard.

Pasadena—W. A. Gardner, 2552 East Colorado Street.

Rialto—C. O. Young, 129 S. Riverside Ave. Added electrical fixtures and supplies to plumbing business.

San Diego—Jennings Electrical Company, moved to 912 Broadway.

San Pedro—A. G. Humphrey, 615 South Beacon St., successor to J. V. O'Leary.

Santa Monica—Central Hardware Company, 407 Santa Monica Boulevard.

Ventura—Shirley Conklin, 926 Main Street, successor to Phillips Electric Company.

Yucaipa (San Bernardino County)—Long & Weaver.

CONNECTICUT

Middletown—Schaefer Electric Company, moved to 176 Court Street.

Waterbury—V. E. Abel, 43 East Main Street. Contractor-dealer.

IDAHO

Ashton (Fremont County)—Glen Kost and Fred Martin, Harvigsen Building.

Lewiston—H. C. Brownfield and W. E. Horstkottl, successors to W. L. Williams.

ILLINOIS

Chicago—Archer Radio Company, 2309 Archer Avenue—Adolph Holman and others.

Cicero—New Era Electric Shop, Inc., 5218 West 25th Street. Old concern, recently reorganized.

Colfax (McLean County)—Chester Cruse, successor to Earl Russell.

Freeport (Stephenson County)—Murvin R. Neil, 6 South Galena Avenue.

Joliet—Packard Electric Corporation, 307 Cass Street. T. E. Ryan, manager.

Rockford—Pearson Electric Company, Lawrence E. Pearson. Will occupy new building, September 15, at 206 Seventh Street. Building now under construction.

INDIANA

Bloomington (Monroe County)—Smith Electrical Company, George H. Smith, proprietor, North College Avenue. Successor to J. W. Farris.

Greenwood (Johnson County)—Jacob G. Hardin. Radio supplies.

Huntingburg (Dubois County)—Albert Wooster, Fifth Street. Electrical supplies and fixtures.

Indianapolis—Community Electric Shop, Bert S. Hawkins, proprietor, 117 West 30th Street.

Ligonier (Noble County)—Hutchinson Radio Shop. Electrical and radio supplies.

Shelbyville—Joyce Schnaitter. Electric motor shop.

IOWA

Bedford (Taylor County)—Wright & Smith. Successors to Wright & Reece.

Bloomfield (Davis County)—Bruce B. Watts and Henry B. Smith, successors to Frank Durham and Tom Snoddy.

Cedar Rapids—J. F. Comstock, 217 South First Street West, successor to Comstock & Weynand.

Davenport—Experimenters' Supply Company, 122-24 West Third Street. William Pohlmann and Earl N. Shonoor, proprietors. Radio supplies.

Indianola (Warren County)—Indianola Electric Shop, J. D. Randolph.

Sioux City—Striegell's Store, moved to 522 Pearl Street. Electrical appliances.

KANSAS

Burton (Harvey County)—The Electric Shop, J. D. Nicholson, proprietor.

Emporia—Harr Electric Company, L. T. and V. C. Harr. Successors to G. R. Brady.

Parsons (Labette County)—G. H. Crawford, Broadway. Successor to Stallings & Crawford.

Wichita—Langford Electric Company, 1130 East Douglas Street. Successor to J. W. Woodburn.

KENTUCKY

Covington—Wadsworth Electric Company, East Pike Street. Erecting new building on West 11th Street. Ready for occupancy about October 20.

Louisville—Central Radio Company, 454 South Fifth Street. S. B. Kirby, proprietor.

LOUISIANA

New Orleans—Rose Radio & Electrical Supply Company, moved to 129 Camp Street.

Ponchatoula (Tangipahoa County)—S. J. Watts.

MAINE

Lewiston—Hellen & Kirk, moved to 47 Lisbon Street.

Portland—The W. W. McKenney Electrical Construction Company, William W. McKenney, 576½ Congress Street and others. Contractor-dealer.



Two widely-known Pacific Coast co-operators, snapped while sniffing the salt air of the Atlantic Ocean, on Atlantic City's seven-mile Boardwalk—"Bill" (W. S.) Berry, Western Electric Company, and R. Earl Fisher, vice president in charge of sales, Pacific Gas & Electric Company, both of San Francisco.

H. N. Blanchard, Electrical Company, Inc., 25-27 Casco Street. H. N. Blanchard, formerly with Hay-Blanchard Company, of Portland.

MARYLAND

Hagerstown—Harry J. Funkhouser, 52½ East Antietam Street. New branch. Also in business at East Washington and Locust Streets.

Hagerstown Stove & Furnace Company, 63 East Antietam Street. Rider & Munson, proprietors. Radio equipment, stoves and furnaces.

MICHIGAN

Alma—Clarence Hanley, East Superior Street. Successor to Medler Electric Company, which business he has consolidated with his electrical business.

Charlevoix—Charlevoix Hardware Company. Adding line of electrical supplies.

Detroit—Harry E. Bissett, 431 Elizabeth Street West.

Broadway Electric Supply Company, 1306 Broadway Street.

Cole Radio & Supply Company, 1453 Farmer Street.

New York Radio Dial Company, 314 Holden Building. John Lindsay and others. Washington Radio Shop, Washington Boulevard and Clifford Streets. Radio and electrical supplies.

Flint—Thor Electric Shop, Durant Hotel, 513 North Saginaw Street. Formerly conducted by H. D. O'Brien.

Grand Rapids—Ringold Brothers, 45 Michigan Street.

Kalamazoo—Hammer Electric Company, 109 North Michigan Avenue. R. V. Hammer, proprietor.

Mt. Clemens—Electric Service Company, moved to Barber & Donaldson Building on North Walnut Street.

Appliance Store, Omar P. Stelle, proprietor, 34 North Front Street.

MINNESOTA

Eveleth (St. Louis County)—A. E. Lowe, Rex Hotel Bldg.

Northfield (Rice County)—Grant Electric Company, moved to 315 South Division Street.

Strathcona (Roseau County)—Olson-Stone-Spjut Company. Electrical appliances.

MISSISSIPPI

McComb (Pike County)—Home Light Company. X. A. Kramer and others.

MISSOURI

Crane (Stone County)—C. S. Hadley, Smith & Jinkerson.

H. F. Heidemann.

Kansas City—Automotive Electric Company, Commerce Building. Harold & Niebling, props.

St. Louis—Crescent Electric Company, Charles A. Neumann, Title Guarantee Building.

St. Louis—Jones Electric Company, Central National Bank Building. John A. Dowdall, president.

General Appliance Company, 1420 Pine Street, successor to Koeneman Electric Company.

MONTANA

Kalispell (Flathead County)—Mosby Electric Company.

Miles City (Custer County)—Rogers Electric Company. J. W. Powelson and others.

NEBRASKA

Beatrice (Gage County)—Harry M. Gage, East Court Street, successor to William Schneider.

Beatrice Radio Company, 808 East Court Street. D. M. Church, manager.

Falls City (Richardson County)—Lou Fallar.

Kearney (Buffalo County)—Kearney Electric Company (formerly retail department of the Class Electric Company), W. E. Fuller, proprietor.

McCook (Redwillow County)—Harry Cox and C. F. Stone, 318 Main Street.

Omaha—Auto Electric & Radio Service Company, 28th and Harney Streets. Old concern recently reorganized.

NEW JERSEY

Camden—Clarence E. Anderson, moved to new store at 2627 Westfield Avenue. Electrical supplies and hardware.

Hackensack—A. A. Zimmermann, Inc., 256 Main Street.

Newark—United Electrical Supply Company, Isadore Siegel, 8 Charlton Street, and others.

Trenton—Binder Electric Company, erecting addition to store at 184 South Broad Street.

NEW YORK

Albany—Sheeran Electric Corporation, W. E. Fitzsimmons, attorney, 93 State St.

Brooklyn—Dyet Electric Wiring & Fixture Company, 408 Graham Avenue.

East New York Electric Company, moved to 176 New Lots Road.

Henriette Lamp and Gift Shoppe, moved to 277 Livingston Street. Henriette Newman, proprietor. Lamp shades, lamps and novelties.

Paula & Company, 247 Nostrand Avenue.

Buffalo—Clarence Barton, 473 South Park Avenue.

Coldspring—Auburn Electrical Shop, Edwards Building, Main Street.

Jamaica (Long Island)—Griffen & Gausfield, 14 Washington Street.

New York City—Greenhut Electrical Supply Company, M. Greenhut, 409 Belmont Avenue, Bronx, and others.

Municipal Electric Company, moved to 27 Sixth Avenue.

Robert Ober, Inc., 245 West 54th Street. Prompt Electric Service Company, moved to 118 East 116th St. J. Frank, proprietor. Racony Corporation. A. L. Hecht, 1959 Tiffany Street and others.

(Continued on page 142)

Portable Receiving Set

Electrical Merchandising, September, 1922

A new portable receiving set enclosed in a mahogany-finished cabinet, with nickeled mountings, is being offered by the Polak-Green Manufacturing Company, 10 Cook Street, Jersey City, N. J. The receiving and operating parts are all mounted on a black bakelite panel.

Some of the other features of the set are: an enclosed crystal detector of universal adjustment; large binding posts; and eighteen contact points, giving a highly selective tuner. All connections are soldered.

The wave length is up to 800 meters, and no batteries or other current is required for operation.

Variocoupler and Loading Coil

Electrical Merchandising, September, 1922

The new "All-Wave" coupler offered by the Capitol Phonolier Corporation, 89 Fulton Street, New York City, is a combination variocoupler and loading coil, said to cover a wave length of from 150 to 3,000 meters when hooked up with one .001 micro-farad variable condenser in the primary circuit.

This device embodies the process of combination flat and bank winding on one compact unit.

Two-Step Amplifier

Electrical Merchandising, September, 1922

The two-step amplifier of the Arnessen Electric Company, Inc., 118 Hamilton Ave., Brooklyn, N. Y., is made to match the receiving set of the same company and when used in conjunction with the combination "Type A" set is said to produce great volume without distortion. According to the maker, this is due to the fact that regeneration is carefully avoided, using a pure detector and a pure amplifier circuit.

New Merchandise To Sell

(Continued from third page preceding.)

Radio Phonograph Adapter

Electrical Merchandising, September, 1922

A new adapter, the "Echo-Loud," has been designed to connect the receiving radio set with the phonograph, thereby giving everybody a chance to "listen in." The single type is to be used with one radio phone receiver, or one-half of the ordinary head set and is attached to the tone arm of the phonograph. The only adjustment necessary is the removal of the phonograph reproducer and insertion of the "Echo-Loud" attachment in its place. The double type is used exactly the same way except that two radiophone receivers are attached to the adapter. These adapters are made to fit any phonograph.

K. R. Hare, 608 South Dearborn Street, Chicago, is manufacturing and distributing them.

Radio Rheostat

Electrical Merchandising, September, 1922

Particular attention was paid in designing the new "Regal" rheostat to give the critical adjustment so necessary in the efficient operation of a vacuum tube. It has a smooth-working control, a heat resistance base, nickel plated parts, and is rated at 5 ohms, 1½ amp. The American Specialty Manufacturing Company, 145-165 Holland Avenue, Bridgeport, Conn., is the maker.



Speed-Reducing Gear

Electrical Merchandising, September, 1922

An improved device by which the high speed of a motor is converted into a slow, powerful motion, is being offered by Winfield H. Smith, 10-16 Lock Street, Buffalo, N. Y. The round plate may be removed, if desired, and direct connection made to the shaft.

The fast-running pulley has three grooves and the slow-running pulley two grooves, thus giving a wide range of speeds.

The reducing gear is often used with a large wooden disk attached to the round plate. This makes an effective revolving display with the table in a perpendicular position.

Combination Drill and Grinder

Electrical Merchandising, September, 1922

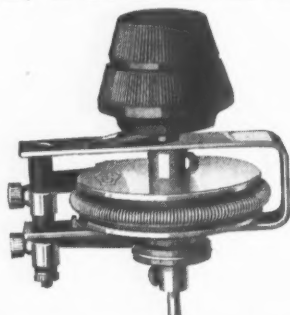
The new "Wodack" combination portable electric drill and grinder, recently developed by the Wodack Electric Tool Corporation, 23-27 So. Jefferson Street, Chicago, fills a need in those shops and factories, where hand drilling and grinding operations are performed, yet not enough of either to warrant the purchase of two separate machines. Hence, in designing this tool it was necessary to so construct it that by the use of one motor, it would have the desirable speed for drilling, as well as the proper speed for grinding.

This tool can be used for drilling holes in metal or wood, and when used with grinding wheel attachment will cover the average requirements for grinding. The complete weight of the tool is but 18 lb., while the motor develops ½ hp. under load. In addition, this tool is fitted with the switch located in the top handle of the quick-make-and-break automatic-stop type, which insures the operator of having the tool under control at all times. Aluminum castings and ball bearings are used throughout.

Radio Rheostat

Electrical Merchandising, September, 1922

The Cutler-Hammer Manufacturing Company of Milwaukee, Wis., has re-



cently placed on the market a vacuum-tube rheostat, furnished in two styles—with vernier adjustment for control of detector tubes, or without vernier for control of amplifier tubes. It is designed to carry one ampere and have an operating range of from zero to four ohms. Two amperes may, however, be carried in an emergency.

These new rheostats incorporate several novel features. A "full off" position is provided, eliminating the necessity of additional switches in the "A" battery circuit. A "full on" position is also provided which makes total battery potential available, rendering charging unnecessary until its full voltage has dropped below tube requirements. A nickeled pointer indicates at all times the amount of resistance in the circuit.

They are designed for panel mounting and are readily adjustable for panels ranging from one-eighth to one-half inch in thickness.

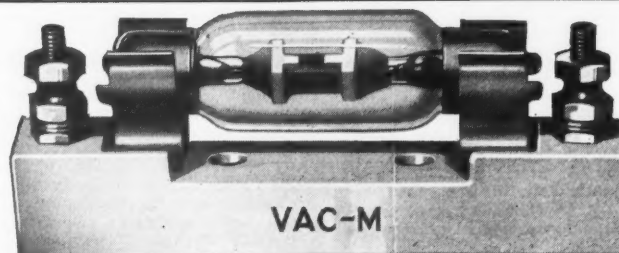
Radio Cabinet

Electrical Merchandising, September, 1922

Designed to fit any combination of radio equipment manufactured and to provide one convenient, self-contained unit for keeping the equipment, wiring and storage batteries, is the new radio cabinet made by the Frank Lane Company, Woolworth Building, New York City.

The cabinet has doors at front and back, for convenience in installation and wiring; a decorative interior panel adjustable to and forming a frame for all sizes of disk plates; and a separate compartment at the bottom for storage batteries and re-charging outfit.

Built into the cabinet itself are a horn and loop aerial support.



Radio Lightning Arrester

Electrical Merchandising, September, 1922

The fundamental principle of the Vac-M lightning arrester offered by the Radio Specialty Company, 435 Book

Building, Detroit, Mich., is the use of a vacuum, with its low resistance to static and high-tension electricity. It is designed to prevent trouble from lightning induction, crosses with high tension, wet limbs, static sneak currents, etc.

What's new on the market? These pages will tell you 



Noise-Reducing Device

Electrical Merchandising, September, 1922

The "Maxim Silencer," a noise-reducing device recently developed by the Maxim Silencer Company, 106 Homestead Avenue, Hartford, Conn., offers an opportunity to electrical dealers to sell one wherever a farm electric plant has been sold or any other noisy exhaust is in effect.

The silencer connects with the end of the pipe. It is for use with gas or oil engine exhausts, gas and oil engine suction, air compressor suction, air hoists, air and steam discharges, steam and air safety valves, steam traps, blow-offs, etc.

Radio Slider

Electrical Merchandising, September, 1922

With the new "G-W" slider, continuous bow-spring construction maintains uniform pressure on both slider rod and coil. The broad spiral tip of the con-

tact spring prevents a cutting and damage to the coil and permits of smooth, easy tuning in either direction with the smallest possible amount of friction. Gehman & Weinert, 42 C Walnut Street, Newark, N. J., are the manufacturers.

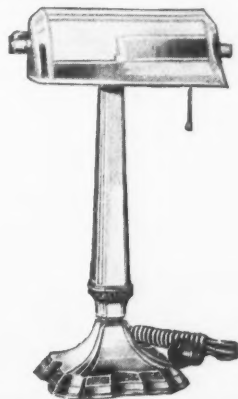
Green Glass Desk Lamps

Electrical Merchandising, September, 1922

A new line of desk lamps has been developed by S. Robert Schwartz & Bro., 729 Broadway, New York, manufacturers of "Esrobert" adjustable lamps. The distinguishing feature of this line is the oblong green glass.

The green glass shade can be adjusted to any angle desired and is supported by a rigid brass bracket. Since the shade is balanced on the pivots of the bracket, little clamping adjustment is required.

The lamp has a heavy cast metal base of ornamental design. The base is 7 in. square and weighs 7 lbs., which prevents the lamp from tipping easily. Three distinctive finishes may be had—verde green, flemish brass and statuary bronze.

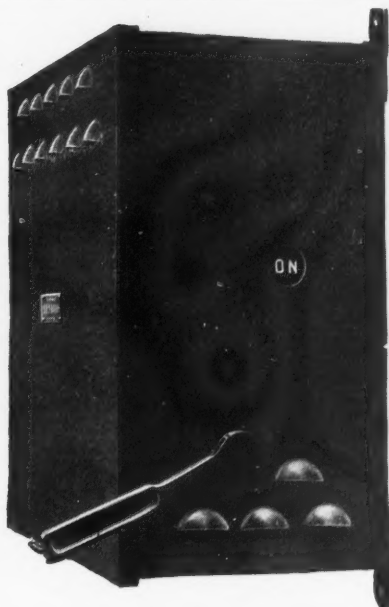


Adjustable Light for Adding Machines

Electrical Merchandising, September, 1922

Adapted for the lighting of adding machines and, in fact, all office machines or appliances mounted on metal stands, is the new "White" adjustable electric fixture made by the O. C. White Company, Worcester, Mass.

The attachment clamp fastens to any type of metal stand, whether the legs are round, square or of angle iron. And the entire fixture may be removed instantly by means of a thumb nut. The shade may be adjusted to throw light directly down on the work. Nickel and black enamel are used for the finish.



Radio Storage Battery

Electrical Merchandising, September, 1922

Compactness and provision for surface insulation by means of insulating ridges between all terminals are features of the new radio B storage battery manufactured by the Gould Storage Battery Company, 30 East Forty-second Street, New York City.

This battery consists of twelve two-volt cells, assembled in a hard rubber compartment case. Variable voltage is provided in two-volt steps—the voltage of each terminal being plainly marked in the case.

Loss of electrolyte through spilling is prevented by vent caps of soft rubber.



Enclosed-Type Circuit Breakers

Electrical Merchandising, September, 1922

A new line of fully enclosed, safety-type circuit breakers for all industrial applications has recently been developed by the Roller-Smith Company, 18 Park Place, New York City. Five to 200 amperes, 440 volts and less, A.C. and D.C., 1, 2, 3 and 4 poles, overload, under-voltage, shunt trip and time limit, are included in the specifications.

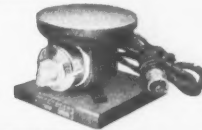
Type E circuit breakers are mounted in substantial steel boxes and in operation one pole is first closed and then the other. If an overload or "short" exists the pole first closed will open as soon as the second pole is closed, thus making it possible to dispense with the usual knife switch and fuses.

The Type P circuit breaker is not only fully enclosed but is of the "non-closable on overload" type. The poles open and close simultaneously. The tripping mechanism is free from the handle, so that the circuit breaker cannot be closed on an overload.

Hot Plate

Electrical Merchandising, September, 1922

The line of hot plates offered by the Acme Electric Heating Company, Dept. M., 1217 Washington Street, Boston, Mass., may be had in diameters of from 3 to 20 in., and also in a number of special shapes. Each has a three-heat control. Because the resistance wire is wound in spiral, according to the maker, it is possible to use heavier materials, thus insuring longer life and reliability in performance.



Clothes Washer

Electrical Merchandising, September, 1922

A new washer announced by the Haag Brothers Company, Peoria, Ill., is of the oscillating type, and swings 40 times each way, or 80 oscillations a minute.

The machine is square, metal type and is supported by 4 casters. The tub is constructed entirely of copper.

Among the features are, an easily removable tub, size 11 in. x 17 in.; a swinging reversible wringer which locks in 5 positions; a standard type motor with over-size, direct drive; and all machine cut gears in gear housing, running in continual oil bath.

Variocoupler

Electrical Merchandising, September, 1922

With the new variocoupler made by the WorkRite Manufacturing Company, Cleveland, Ohio, contacts are formed by springs, eliminating scratching noises. Binding posts are attached. Both primary and secondary are made of Formica. All metal parts are of nicked brass, and the device can be mounted on a panel or base.

Boudoir Lamps

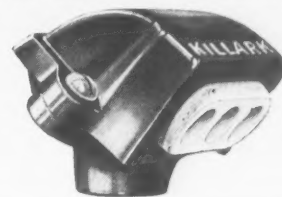
Electrical Merchandising, September, 1922

Colonial dame boudoir lamps, in several different styles, are being offered by A. Himmel, Inc., 19 East Twenty-first Street, New York City. The taffeta gowns may be had in rose, blue, gold and orchid.

Conduit Fitting

Electrical Merchandising, September, 1922

By simply reversing the pipe connector, the "Electrolet" entrance fittings, manufactured by the Killark Electric Manufacturing Company, 3940 Easton Avenue, St. Louis, Mo., can be used, either on vertical or horizontal conduits.



File these items on 3x5 in. cards every month, to keep your stock index up to date.

New Retail Electrical Stores

(Continued from page 139)

Right Electric Service, retail subsidiary to A. Edgar Goetz, Inc., 101 Church Street. Throop Auto & Electric Supply Company, Stuyvesant Square Building, Third Avenue and Stuyvesant Square.

L. Zimmerman, 2 Third Avenue.

Olean—Taylor Electric Shoppe, 124 West State Street. Lynn J. Taylor, proprietor.

Pulaski—Leslie L. Luther recently purchased Douglas Building, using main floor as showroom and salesroom and second floor as shop.

Rochester—Rural New York Electric Company, Inc., 128 Main Street, formerly known as Electrical Housekeeping.

Schenectady—J. V. Wallace Company. Electrical machinery. In market for new and used motors, generators, turbines and other electrical equipment. J. V. Wallace, 1371 Union St. and others.

Solvay—Patrick Electrical Construction Company, Inc. David L. Patrick. Old concern recently incorporated. Contractors.

Syracuse—Syracuse Lighting Company, erecting new building at 423 South Warren Street.

Jacob Weinheimer Sons, 202 North Salina Street. Adding electrical department.

Watertown—F. A. Empsall Department Store Company. Adding radio department.

Williamsville (Erie County)—William W. Pinkel, Klein Building.

NORTH CAROLINA

Henderson (Vance County)—Vance Plumbing & Electric Company. E. C. Hunt and others.

Kings Mountain (Cleveland County)—William Curtis Falls & Company.

Moravian Falls (Wilkes County)—Moravian Falls Power Company.

OHIO

Archbold (Fulton County)—Archbold Electric Service Company. Olley C. Lauber, George DeVries, Panetta DeVries, Hulda Lauber and William DeVries.

Cleveland—Advance Electric Company, new branch at 11231 Superior Avenue. Also in business at 221½ Huron Road.

Columbus—George McKeever Company, 189 East Long Street. Old concern recently incorporated by George McKeever, T. S. Wolfe, S. P. Outhwaite, Carl Tressemmer and H. S. Cozad. Business formerly conducted by George McKeever.

Marblehead (Ottawa County)—George A. Milne, Main Street.

St. Marys—Chandler Electric Service Company. Edward F. Chandler, Lelia H. Chandler and others.

South Euclid—Mayfield Electric Company, new branch at Mayfield and Green Roads.

OKLAHOMA

Barnsdall (Tulsa County)—Barnsdall Electric Company, G. R. Little and J. C. Blankenship, proprietors.

Eldorado (Jackson County)—Charles Welch.

Stillwater (Payne County)—H. Hoke, Seventh and Husband Streets.

Walters (Cotton County)—Sun Electric & Battery Company, successors to Leslie C. Robertson.

OREGON

Portland—Bigner Electric Company, moved to Grand Avenue and East Alder Street.

PENNSYLVANIA

Denver (Lancaster County)—Steffy & Witman, successors to Harvey E. Eberly.

McAdoo (Schuylkill County)—Swanson & Novatnie, Tamaqua Street.

Philadelphia—Central Supply Company, 222 South Tenth Street.

United Electric Construction Company, moved to 2318 Sansom Street.

York—Berkheimer & Thomas, moved to 633 West Market Street.

SOUTH CAROLINA

Spartanburg—Abe Brill Electric Company, moved to 117 South Church Street.

SOUTH DAKOTA

Madison—I. D. Lee, successor to Palmer & Lee.

Pierre—Thomas Devine, successor to Charles Stough.

TENNESSEE

Chattanooga—Clarence Beeler, 825 Georgia Street.

Gallatin (Sumner County)—J. D. Griffin and Frank Ferrell, South Water Street, Sindle Building.

TEXAS

Austin—John L. Martin, moved to 410 Congress Avenue.

Blum (Hill County)—Keith Electric Company, W. V. Keith, proprietor.

Dallas—Byall Electric Shop, 408 Pleasant Street, F. S. Byall, proprietor. Also in business at Rockford, Ill.

Montague & Kingston, moved to 566 East Grand Avenue.

Radiophone Supply Company, 1907 Main Street. W. H. Fine, manager.

Radio Electric Company, 513 South Ervay Street.

Balentine Radio Company, 306-309 Scolard Building.

Dallas Radio Supply Company, 1927 Main Street.

Federal Radio Sales Company, 1011 Elm Street.

Miracle Radio Company, 1312 Main Street.

Oak Cliff Radio Company, Tenth and Jefferson Streets.

Radio Equipment Agency, 1315 Main Street.

Roth Radio Company, 1600 Elm Street.

Southern Radio Laboratory, Harwood & Bryan Streets.

White Electric Company, 1933 Commerce Street.

Lockart—W. H. Whitmore.

Port Arthur—Electric Specialty Company. J. M. Azwell and others.

Waco—Beard & Stone Electric Company, Inc. Old concern recently reorganized.

UTAH

Salina (Sevier County)—Warner Pierson Company, North State Street.

VERMONT

Rutland—Vail-Morris Electrical Store, 38 Grove Street.

Lehr & Walsh, 86 Forest Street.

VIRGINIA

Petersburg (Progress County)—Sycamore Electric Company. Palmer & Seay, proprietors.

Richmond—Edgar M. Andrews, 15 North 12th Street. Plans to enlarge stock.

Wilson, Wickham & Thornton, moved to 606 East Grace Street; formerly known as the Richmond Gas & Electric Appliance Corporation. Also in business at Norfolk.

WASHINGTON

Hoquiam—Pacific Electric Company, Inc. Also in business at Aberdeen.

WEST VIRGINIA

Princeton—Christie Electric Company, new branch on Mercer Street.

WISCONSIN

Appleton (Outagamie County)—Smith & Swichtenberg.

Stevens Point—Surf Electrical Shop, 102 Strong's Avenue, J. E. Eveland and W. J. Robinson, proprietors.

Wauwatosa (Milwaukee County)—Elmer Cronan, successor to H. P. Hemsing Company.

WYOMING

Sheridan—Pacific Electric Company, A. Williams, proprietor, 116 South Main Street, successor to W. Wiggers and A. Williams.

Then the Small Boy Won't Complain About Having to Cut the Grass.—By Fontaine Fox



—From New York Globe.



Fountain Square, Cincinnati

"See You in Cincy!"

That's the password in the electrical trade right now,
looking forward to the twenty-second annual

Convention of the National Association of Electrical Contractors and Dealers, Cincinnati, Ohio, October 11, 12, 13

Convention Headquarters, Hotel Sinton.

Executive Committee Meetings, Monday and Tuesday, Oct. 9 and 10.

Convention Opens, Wednesday, Oct. 11,

Continuing three days, Wednesday, Thursday and Friday, Oct. 11, 12 and 13

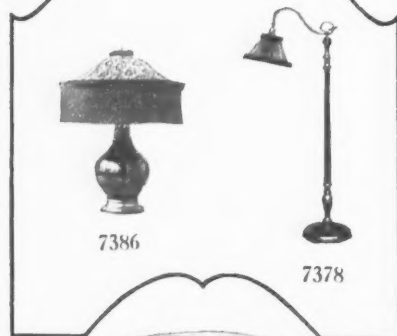
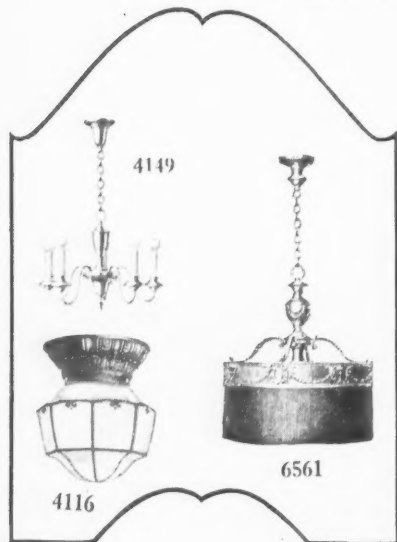
Full advance news and program of the Cincinnati Convention, and many other features of interest to contractors, dealers, electragists, jobbers, manufacturers, and electrical merchandising men generally, will appear in the

October Issue of "Electrical Merchandising"—Out October First

Advertising Forms Close September 15

LIGHTOLIER—*The Complete Line*

September starts the biggest sales period for Lighting Fixtures and Lamps that the fixture industry has ever known. To help you get the benefit of this business harvest—Lightolier now has ready the following Catalogs and sales helps.



LIGHTOLIER SALES BOOK "K"

Sales Book "K" is a 112-page leather-covered catalog—containing twelve four-color inserts, which show the finishes as they actually are on the fixtures. It is the finest work of its kind ever put out by this Company, and will prove of tremendous value to the Dealer-Contractor in making direct sales. Write for your copy right now.

LIGHTOLIER LAMP CATALOG

The Lamp Catalog is in five colors, showing 105 fast-selling designs that have been fully tested out. Bridge, boudoir, table, floor and Junior lamps, made of porcelain, wood or iron, with shades of either silk or parchment.

Interchangeable Fixture Parts

This Catalog, No. 24, illustrates every fixture part that the busy Contractor-Dealer needs in his every-day business. Eight pages of this catalog are devoted to Lightolier glassware.

"The Charm of a Well Lighted Room"

This booklet is an improvement of the well-known and popular booklet, "The Secret of Entrancing Light," which has been used successfully by thousands of Dealers. This is a booklet full of suggestions for lighting and decorating the home and is ideal to send to your prospects. The booklet will be imprinted in quantities with the Dealer's name and address.

Write Today!

THE LIGHTOLIER COMPANY
569 Broadway, New York

